

RYAN FELIX

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Business-Focused | Purpose-Driven | Design Thinker

Over the past 12 years, I've built a career at the intersection of design, business, and social impact. As co-founder of Loop: Design for Social Good, I led partnerships with organizations including the United Nations, WWF, Oxfam, and Planned Parenthood—helping clarify their missions and shape brands that inspire action. I specialize in turning complex challenges into clear, creative strategies that align with business goals while elevating the voices of purpose-driven organizations.

CORE SKILLS

Leadership & Strategy: Business development · Strategic visioning · Client acquisition & retention

Creative Direction: Brand foundation · Mission, vision, positioning · Narrative & storytelling design

Operations: Project management · Budgeting & proposals · Team leadership

PROFESSIONAL EXPERIENCE

Loop: Design for Social Good

Toronto, Canada

Co-Founder & CEO

October 2012—February 2024

Strategic Leadership & Business Growth

- Founded and scaled a purpose-driven design studio to **\$1M+ in annual revenue** by 2024, establishing a recognized brand in the global nonprofit and social impact sector.
- Achieved **30% year-over-year revenue growth** (2018–2023) by expanding service offerings and optimizing onboarding and retention workflows.
- Spearheaded client acquisition and retention strategy, achieving **80% repeat business** and cultivating long-term partnerships with global NGOs and nonprofit organizations.
- Secured and delivered **100+ projects** for local, national, and global clients—including UNICEF, WWF, the UN, Oxfam and Planned Parenthood—many valued between **\$20K–\$100K+**.
- Created and implemented a streamlined proposal system that **increased conversion rates by 40%** while leading all aspects of business development and pitch strategy.
- Led digital marketing strategy that drove **10,000+ website visits annually** and elevated the studio's profile in the global nonprofit design and branding community.

Creative Direction

- Oversaw end-to-end creative direction across brand, web, and campaign projects—ensuring strategic alignment, design excellence, and high client satisfaction.
- Facilitated discovery workshops and stakeholder interviews to develop clarified mission, brand positioning, and website strategies for clients navigating complex social challenges.

Operations

- Led cross-functional teams of designers and developers to deliver complex branding and web projects, consistently on time and within budget, resulting in repeat work.
- Introduced project management systems and streamlined documentation practices, improving internal team **efficiency by 25%** and enhancing delivery consistency.
- Built and managed end-to-end financial systems—including banking, payroll, taxes, and receivables—driving **debt-free growth and long-term financial sustainability** over 12 years.
- Led internal process development for proposals, workflows, client documentation, and project reporting, increasing clarity and delivery speed across the team.

EDUCATION

University of Waterloo

Waterloo, Canada

Bachelor of Environmental Sciences, Urban Planning & Urban Design June 2011

- Dean's List (2007–2011), President's Scholarship (2007)
- Teacher Assistant, Sept 2009 – Dec 2009 & Sept 2010–August 2011
- One of 70 students accepted into Velocity, Entrepreneurship Residence, 2010