RYAN CASINELLI

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EDUCATION

Rhode Island School of Design Graduation Date: May 2027
Bachelor of Fine Arts, Industrial Design GPA: 3.86
Concentration, Nature-Culture-Sustainability Studies

SKILLS

- Design research
- Experience design
- Color, material, finish development
- Brand-driven design thinking
- Adobe Suite, Figma
- Insight synthesis & opportunity framing
- Design strategy
- Keyshot, Rhino, Solidworks
- Solid Edge, 3D printing

PROFESSIONAL EXPERIENCE

Brand & Product Design Intern, PepsiCo, Plano TX- New York NY June 2026-August 2026

- Worked across graphic design, industrial design, brand identity, and design innovation within PepsiCo's global design organization, moving fluidly between disciplines throughout the program.
- Collaborated on a team of six interns to develop a cross-disciplinary concept integrating brand strategy, physical product innovation, and experiential and spatial design into a single cohesive system. Presented final work to an audience of over 100 designers, including PepsiCo's Chief Design Officer.
- Engaged directly with senior designers, strategists, and creative mentors, gaining broad exposure to how design functions at a global consumer brand scale.

Industrial Design Intern, Amuneal Manufacturing Corp, Philadelphia PA June 2025-September 2025

- Developed custom client facing proposals that balanced material selection, finish direction, and design intent.
- Created and revised technical renderings using CAD software such as Solidedge and Keyshot. Assist in material and finish selection, and support cross-functional coordination between design, sales, and production teams.

Company Owner, Casinelli Art & Design LLC, Moorestown NJ December 2022-Present

- Own and operate an independent art business creating commissioned paintings, designs and large-scale murals, managing all stages from concept to installation, client communication, pricing, and logistics.
- Built a consistent client base and achieved over $20,000 in profit through commissioned work, while handling full business operations, including budgeting and marketing as a registered LLC.

Collaborative Creator, AYE Creative Studio, Philadelphia PA June 2022-November 2022

- Collaborated with a team of three to design and execute large-scale murals, contributing to concept development, research, color planning, onsite painting, and client communication to ensure cohesive creative direction. Contributed to over $10,000 in total project earnings

WORK

Teaching Assistant, Hyundai Biodesign Regeneration Studio, RISD September 2026-Present

- Support a studio run in design partnership with Hyundai, Kia, and Genesis, guiding students through research, concept development, and critiques with the automakers' design teams.

RELEVANT COURSEWORK

Hyundai Biodesign Regeneration Studio, RISD September 2025-Present

- Selected for the RISD × Hyundai Motor Group Research Collaborative, an interdisciplinary studio advancing the future of sustainable mobility and regenerative design.
- Works closely with Hyundai, Kia, and Genesis design teams to explore how biomimicry and ecological systems can inform next generation transportation and urban infrastructure.

Entrepreneurial and Design Thinking, RISD January 2025

- Students researched modern business models via case studies and examined their parts in order to enhance business knowledge, and to understand how design thinking skills can be used to identify and execute business opportunities

LEADERSHIP EXPERIENCE AND INVOLVEMENT

Board Member, Brown-RISD Innovation Community October 2025-Present

- Lead outreach to industry professionals to organize guest presentations, workshops, and talks for interdisciplinary cohorts.
- Collaborate with members on biomaterial exploration projects, supporting an inclusive, sustainable, and equitable design-focused community.

Player, Brown University Ultimate Frisbee Team September 2024-Present

- Participate in team practices, competitions, and strategy sessions to develop athletic and collaborative skills.
- Contribute to team culture, communication, and coordination on and off the field.

Captain, Tri-State Elite Track Team February 2022-June 2023

- Lead team practices, motivate members, and foster collaboration and sportsmanship.
- Coordinate team strategy, relay assignments, and support training and development of teammates.