

Rick Martin

Senior Graphic Designer
& Illustrator

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Visual Brand Guardian

A strategic, results-driven creative leader with 18+ years of experience delivering end-to-end design solutions for distributed enterprise teams spanning startups through Fortune 500 companies. Adept at scaling cross-functional design operations, engineering enterprise presentations, and utilizing advanced AI workflows to reduce stakeholder revision cycles and boost campaign conversions.

Core Expertise

Brand Identity Systems, UI/UX & Digital Design Systems, Enterprise Presentation Architecture, Print & Packaging, Bespoke Vector Illustration, Conceptual Sketching, Generative AI Automation

Technical Toolkit

Design: Adobe Creative Suite, Figma, Sketch, Affinity Studio

Illustration: Procreate, Hand-Drawing

Presentations: PowerPoint, Keynote, Google Slides

AI & Web: Adobe Firefly, Midjourney, Gemini, WordPress, Elementor

Experience

Senior Designer & Creative Lead | Enābl Creative | 2008 - Present

Lead visual strategist and end-to-end brand guardian for high-impact corporate initiatives, driving cross-functional design solutions across digital, print, and user interface (UI) touchpoints.

- **Business Growth & ROI:** Spearheaded website updates and digital marketing campaign redesigns that consistently increased audience engagement and conversions by 15–25%.
- **Cross-Functional Leadership:** Partnered directly with remote corporate developers, product marketers, writers, and executive stakeholders to successfully deliver 170+ high-profile creative projects from concept to execution.
- **Design Ops & Efficiency:** Engineered a centralized system of scalable design templates and organized digital asset management systems, boosting creative production efficiency by 20%.
- **Project Management:** Championed virtual alignment pipelines and collaborative feedback loops that reduced stakeholder revision cycles by 30–35% while maintaining a 95% on-time delivery rate across 5–10 concurrent projects.

Brand Designer | Next Dimension Studios | 2021 - 2025

Conceptualized and executed comprehensive multi-channel branding systems and digital ecosystems, aligning creative execution with long-term product and community growth goals.

- **Brand Standardization:** Established and scaled strict visual brand standards across multiple product verticals, including digital collectibles, gaming, and live events, securing cross-platform consistency for a community of 15k+ members.
- **Stakeholder & Investor Support:** Developed high-stakes presentation materials and investor pitch decks that directly supported strategic funding initiatives, including achieving 152% of the Kickstarter project goal.
- **Product UI & Marketing:** Collaborated with cross-functional product and marketing teams to deliver end-to-end collateral, website UI, and social campaigns that drove a 15–20% increase in campaign engagement.

Education & Professional Development

Bachelor of Fine Arts (BFA), Graphic Design | Bowling Green State University

Google AI Professional Certificate | Coursera | June 2026

- Applied machine learning, advanced prompt engineering for creative workflows, and building data-driven asset automation pipelines to accelerate production.

Generative AI for Visual Design Series | Adobe | June 2026

- Commercial-safe Adobe Firefly integration, text-to-vector workflows, AI-driven photo compositing, and automated brand asset scaling.

Enterprise Presentation Architecture | Microsoft & Google | June 2026

- Engineering master PowerPoint/Google Slides template systems for C-suite executives, cross-platform architecture, and high-stakes investor pitch assets.