

# Rick Martin

Senior Graphic Designer  
& Illustrator

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## Visual Strategist

Bringing 18+ years of experience driving high-velocity multi-channel campaigns across a diverse portfolio of commercial accounts. Trusted to translate abstract client briefs into high-conversion digital and print realities, I specialize in winning pitches, accelerating campaign delivery, and leveraging advanced design workflows to maximize production efficiency under aggressive deadlines.

## Core Expertise

Brand Identity Systems, UI/UX & Digital Design Systems, High-Stakes Presentation Design, Print & Packaging, Bespoke Vector Illustration, Conceptual Sketching, Generative AI Workflow 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 directing end-to-end multi-channel campaigns and brand experiences for a diverse portfolio of growth-stage companies and commercial client accounts, translating abstract project briefs into high-conversion digital and print realities.

- Spearheaded integrated digital marketing campaigns and responsive web experiences that rapidly elevated client brand equity and generated 15–25% spikes in user engagement.
- Partnered with distributed agency account executives, copywriters, and tech teams to pitch, win, and deliver 170+ fast-turnaround creative projects from concept to launch.
- Architected a scalable digital asset framework and production ecosystem that dramatically accelerated campaign turnaround times and boosted asset efficiency by 20%.
- Directed asynchronous client feedback loops across 5–10 concurrent accounts, slashing revision timelines by 30–35% while upholding a 95% on-time delivery rate under aggressive deadlines.

**Brand Designer** | Next Dimension Studios | 2021 - 2025

Conceptualized and executed comprehensive multi-channel branding systems and interactive digital ecosystems, aligning cutting-edge creative execution with aggressive product and community growth goals.

- Developed and deployed flexible brand guidelines across highly diverse commercial verticals, guaranteeing absolute brand integrity for an active community of 15k+ digital members.
- Designed high-impact new business pitches and dynamic presentation systems that captured critical funding, including smashing a target Kickstarter campaign goal by 152%.
- Collaborated with multi-disciplinary creative teams to launch end-to-end multi-channel collateral, website UI, and experiential social content that increased overall campaign performance by 15–20%.

## Education & Professional Development

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

**Google AI Professional Certificate** | Coursera | June 2026

- Utilized machine learning and advanced prompt engineering for rapid creative prototyping and competitive pitch development.

**Generative AI for Visual Design Series** | Adobe | June 2026

- Leveraged Firefly and text-to-vector workflows to generate high-impact visual concepts for cross-channel campaigns.

**Enterprise Presentation Architecture** | Microsoft & Google | June 2026

- Engineered master presentation template systems for competitive agency pitches and high-stakes client deliverables.