

Rick Martin

Senior Graphic Designer
& Illustrator

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Visual Brand Guardian

Bringing 18+ years of experience scaling and safeguarding cohesive brand systems for distributed teams, from agile startups to established commercial brands. Trusted to deliver autonomous, high-speed execution without hand-holding, I specialize in optimizing collaborative workflows and leveraging modern design toolkits to accelerate production timelines while keeping brand integrity absolute.

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 | Enäbl Creative | 2008 - Present

Lead visual strategist and embedded brand guardian for a portfolio of cross-industry corporate accounts, driving cross-functional design solutions across digital, print, and user interface (UI) touchpoints.

- Spearheaded comprehensive website updates and digital marketing campaign redesigns for high-impact corporate initiatives, consistently driving 15–25% surges in audience engagement and conversions.
- Partnered directly with cross-functional partner teams—including remote developers, product marketers, and executive stakeholders—to successfully guide 170+ complex creative projects from concept to execution.
- Engineered centralized ecosystems of scalable design templates and organized digital asset management systems that boosted internal production efficiency across diverse business models by 20%.
- Championed virtual alignment pipelines and collaborative feedback loops that reduced stakeholder revision cycles by 30–35% while maintaining a 95% on-time delivery rate.

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.

- Scaled and enforced strict multi-platform brand standards across diverse commercial verticals, securing absolute visual consistency for a growing online community of 15k+ members.
- Developed high-stakes investor pitch decks and strategic presentation materials for leadership, directly securing key funding initiatives, including 152% of a target Kickstarter campaign goal.
- Collaborated seamlessly with in-house product and marketing teams to deliver end-to-end launch collateral, website UI, and integrated social campaigns that yielded a 15–20% lift in 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.