

Rick Martin

Senior Graphic Designer
& Illustrator

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Visual Strategist

A high-impact, conceptual creative leader with 18+ years of experience directing multi-channel brand campaigns and bespoke illustration for distributed client portfolios spanning startups to Fortune 500 brands. Expert in rapid creative prototyping, high-stakes new business pitches, and next-gen AI workflows that slash asset production times and drive engagement.

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 | Enäbl Creative | 2008 - Present

Lead Visual Strategist directing end-to-end multi-channel campaigns and brand experiences for a diverse portfolio of client accounts, translating abstract project briefs into high-conversion digital and print realities.

- **Campaign Impact & ROI:** Spearheaded integrated digital marketing campaigns and responsive web experiences that consistently elevated client brand equity and drove 15–25% surges in audience engagement.
- **Cross-Functional Pitch Power:** Partnered with distributed agency account executives, copywriters, and tech developers to pitch, win, and execute 170+ high-profile creative projects from concept to launch.
- **Campaign Velocity & DesignOps:** Architected a scalable digital asset framework and template ecosystem that accelerated campaign turnaround times and boosted creative production efficiency by 20%.
- **Account Management:** Directed asynchronous iterative client feedback loops that slashed revision timelines by 30–35% while maintaining a 95% on-time delivery rate across 5–10 concurrent client accounts.

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.

- **Visual Standardization:** Developed and deployed robust multi-platform brand guidelines across fast-moving commercial verticals, securing absolute visual consistency for an active community of 15k+ digital members.
- **New Business & Agency Pitches:** Designed high-stakes new business pitch decks and dynamic presentation assets that successfully secured funding initiatives, including capturing 152% of a benchmark Kickstarter campaign goal.
- **Product UI & Launch Strategy:** Partnered with multi-disciplinary creative teams to launch end-to-end collateral, website UI, and experiential social content that drove a 15–20% surge in creative campaign performance.

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.