

Rick Martin

Senior Graphic Designer
& Visual Designer

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Professional Summary

Senior graphic and visual designer with 18+ years of experience developing brand systems and multi-channel creative across agency, startup, corporate, and contract environments. Hands-on from concept through production across digital, web, print, packaging, presentations, and illustration, with a practical focus on brand consistency, reusable systems, clear collaboration, and reliable execution.

Core Expertise

Brand Identity Systems, Brand Stewardship, Responsive Web & UI Design, Typography, Multi-Channel Campaign Design, Print & Prepress Execution, Packaging Design, Template Systems & Asset Libraries, Presentation Architecture, Custom Illustration

Technical Toolkit

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

Illustration: Procreate, Hand-Drawing

Presentations: Microsoft PowerPoint, Apple Keynote, Google Slides

AI & Web: Adobe Firefly, Midjourney, WordPress, Elementor, PM Tools

Experience

Senior Designer & Creative Lead | Enabl Creative | Remote | 2008 - Present

Hands-on senior designer and brand steward creating identity systems and multi-channel communications for corporate and commercial clients across digital, web, print, packaging, presentations, and UI.

- Partnered with developers, marketers, writers, and business owners to guide 170+ creative campaigns from discovery through launch, translating broad briefs into cohesive visual systems and production-ready work.
- Designed responsive websites, digital campaigns, social assets, presentations, packaging, and print collateral while maintaining brand consistency across channels, with digital work generating consistent 15–25% increases in audience engagement.
- Built reusable templates, asset libraries, and structured file systems that improved production efficiency by 20% and kept approved creative organized and accessible across active accounts.
- Managed 5–10 concurrent client accounts, reducing revision timelines by 30–35% while maintaining a 95% on-time delivery rate through fast-moving client and internal review cycles.

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

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

- Developed responsive identity systems, packaging, web UI, presentation assets, and launch collateral for an active 15k+ member community while maintaining consistency across physical and digital touchpoints.
- Created custom vector illustration, iconography, infographics, and typography in-house, giving the brand distinctive visual assets without relying on generic stock artwork.
- Built reusable templates and flexible components for efficient cross-channel adaptation; presentation and campaign assets supported funding initiatives, including a Kickstarter campaign that reached 152% of its goal.

Education & Professional Development

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

Google AI Professional Certificate | Coursera | June 2026

- Developed skills in generative AI, prompt engineering, workflow automation, research, and content development to support faster, more efficient production.

Generative AI for Visual Design Series | Adobe | June 2026

- Applied Adobe Firefly across commercially safe text-to-image, text-to-vector, compositing, and asset-adaptation workflows for brand and campaign production.

Enterprise Presentation Architecture | Microsoft & Google | June 2026

- Built PowerPoint and Google Slides skills focused on reusable templates, visual hierarchy, cross-platform consistency, and presentation of complex information.