

RYLAND SMITH

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PROFESSIONAL EXPERIENCE

PLANET VAPOR — Norton, VA

September 2022 – Present

Graphic Designer

- Managed and maintained social media accounts, strengthening customer engagement.
- Assembled aesthetically-pleasing brand and service advertising, increasing sales by 20%.
- Developed connections with brands and manufacturers, providing high quality design assets.
- Contributed creative and original ideas, expanding upon designs of existing sales.

ISLAND RYLAND VISUAL ARTS — Norton, VA

January 2017 – Present

Freelance Graphic Designer

- Conceptualized logos for clients, establishing various thorough visual identities.
- Developed photos, videos, and artworks, interpreting specific project needs.
- Managed WordPress website and shop, offering design services and apparel.
- Created a successful small-scale clothing brand, increasing local brand awareness.

ENATION WORLDWIDE — Remote

February 2022 – March 2024

Graphic Designer

- Crafted logos for several clients, enhancing previously existing brand materials.
- Curated weekly social media posts for a dozen clients, advertising their services.
- Revised WordPress web pages, prioritizing SEO keywords and easy user navigation.
- Produced and edited videos, showcased at business openings and trade shows.

CROSSOVER CASES — Remote

July 2020 – November 2022

Graphic Designer / Illustrator

- Translated client photos into vector illustrations, customizing individual products.
- Assembled aesthetically-pleasing brand and service advertising, increasing traffic by 20%.
- Reorganized and oversaw Shopify website and shop, strengthening user navigation.
- Implemented creative and original ideas, expanding product range and brand strategy.

EDUCATION

RADFORD UNIVERSITY — Radford, VA

August 2019 – May 2022

Bachelor of Fine Arts, Major in Graphic Design

Awards: Service Award in Graphic Design, Dean's List (all semesters)

Summa Cum Laude, 3.94 GPA

MOUNTAIN EMPIRE COMMUNITY COLLEGE — Big Stone Gap, VA

August 2016 – December 2018

Associates of Arts & Sciences, Major in General Studies

Awards: 1st Place Explorations Art Contest, 2nd Place Explorations Art Contest, Honor's List

PROGRAM SKILLS

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|------------------------|-----------------------|---------------------|
| • Adobe Creative Cloud | • Adobe Photoshop | • Adobe Illustrator |
| • Google Workspace | • Microsoft Office | • WordPress |
| • Adobe Express | • Adobe After Effects | • Shopify |