

## RYLAND SMITH

(276) 275-2084

[design@islandryland.com](mailto:design@islandryland.com)

[www.islandryland.com](http://www.islandryland.com)

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### PROFESSIONAL EXPERIENCE

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**PLANET VAPOR** — Norton, VA

September 2022 – Present

Graphic Designer

- Managed and maintained social media presence, providing routinely engaging interactions.
- Assembled promotional in-store advertising for multiple stores, increasing traffic by 20%.
- Established connections with brand manufacturers, sourcing high quality design assets.
- Collaborated with co-workers on creative and original ideas, implementing new strategies.

**ISLANDER VISUAL ARTS** — Norton, VA

January 2017 – Present

Freelance Graphic Designer

- Developed logos, visual identities, and brand packages, helping establish local brands.
- Edited and manipulated photos, videos, and artworks, interpreting specific project needs.
- Designed WordPress websites and online shops, offering various goods and services.
- Managed multiple projects simultaneously, maintaining quick turnaround and high quality.

**ENATION WORLDWIDE** — Remote

February 2022 – March 2024

Graphic Designer

- Crafted updated logos for several clients, enhancing previously existing brand materials.
- Curated weekly social media posts for 12 clients, promoting and advertising their services.
- Revised WordPress web pages, prioritizing SEO keywords and easy user navigation.
- Produced videos and PowerPoint presentations for both internal and external uses.

**CROSSOVER CASES** — Remote

July 2020 – November 2022

Graphic Designer / Illustrator

- Translated client photos into vector illustrations, providing unique individual products.
- Assembled paid social media advertising strategies, increasing website traffic by 45%.
- Reorganized and rehailed Shopify website and shop, strengthening user navigation.
- Implemented creative and original ideas, expanding product range and brand strategy.

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### EDUCATION

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**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

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### PROGRAM SKILLS

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