MarthaRayArt.com
MarthaRayArt@gmail.com

Martha Ray

Software

Adobe InDesign

Adobe Illustrator

Adobe After Effects

Adobe Premier Pro

Adobe Photoshop

Adobe XD

Audacity

Autodesk Maya

Cinema 4D

Microsoft Office Suite

Google Web Designer

Canva

Figma

Mac OS

Windows OS

Education

2019-2020

Master of Arts in Visual Communication Design

Liberty University | Lynchburg, VA

2014-2017

Bachelor of Science in Media Art and Animation

Art Institute of Pittsburgh | Pittsburgh, PA

2011-2012

ABC Level 3 Foundation Diploma in Art, Design, and Media

University of Portsmouth | Portsmouth, England

About

A seasoned multimedia designer and graphic design professional with over six years of experience, distinguished by a robust track record in higher education. Notably, having not only excelled in designing sophisticated motion graphics and branded designs, but having also imparted expertise by teaching multiple levels of graphic design within academic settings. This instructional experience adds depth and a nuanced understanding of the intricacies inherent to higher education roles. Proficient in both independent and collaborative work environments, Consistently delivering impeccably designed products within stringent time frames. Proactively adapting to dynamic work environments, prioritize continuous skill development to foster professional growth.

Relevant Experience

September 2023 - Present

Adjunct Professor - Graphic Design

Eastern Mennonite University | Harrisonburg, VA | Part-Time

Conducting eight-week courses focused on imparting fundamental principles, best practices, and comprehensive knowledge in the field of graphic design. The curriculum encompasses instruction on Adobe software, Mac OS, Google applications, and other essential processes, empowering participants to advance their proficiency in graphic design.

July 2021 - September 2023

Graphic Designer

Bridgewater College | Bridgewater, VA | Full-Time

Oversaw the design and editing of both digital and physical assets across all departments at Bridgewater College. These assets encompassed a diverse range, including but not limited to sports logos, posters, brochures, illustrated images, cards, invitations, email banners, social media posters, Google advertisements, LCD monitor graphics, animations, pixel art, publications, business cards, letterhead, envelopes, exhibits, signage, banners, flags, pins, apparel, stickers, postcards, and more. Collaborated directly with departmental leaders and coordinated efforts with other members of the Office of Marketing and Communications to fulfill all requirements and ensure a cohesive visual identity.

February 2021 - July 2021

Junior Graphic Designer

Bowlero Corp. | Remote | Full-Time

Created and edited digital creatives for prominent entities including AMF, Bowlero Lanes, Bowlmor Lanes, and the PBA (Professional Bowling Association). These assets were strategically employed across various channels, including email campaigns, social media, in-center monitor graphics, and televised events on Fox Sports. Additionally, contributed to the development and refinement of print creatives, such as posters, menus, counter cards, fliers, brochures, and other in-center marketing materials, catering specifically to the branding needs of AMF, Bowlero Lanes, and Bowlmor Lanes.

Skills

Typography
Color Theory
Photography
2D & 3D Animation
Motion Graphics
Graphic Design
Illustration
Social Media
Digital Advertising
Pixel Art
Logo Design
Communication

Awards

2020
Dean's List
Liberty University

2019
President's List
Liberty University

2017
Student Achievement Award
Art Institute of Pittsburgh

2014-2017
Dean's List
Art Institute of Pittsburgh

2012
Distinction
University of Portsmouth

October 2020 - January 2021

Graphic Designer
PTI | Remote | Freelance

Conceptualized and crafted innovative graphics encompassing logos, illustrations, layouts, photos, vector images, motion graphics, PowerPoint decks, and more. These creative assets were tailored for deployment on various platforms, such as websites, books, magazines, social media, and other publications, with a focus on meeting the distinctive needs of private and magnet schools in the New England region.

August 2019 - September 2019

Graphic Designer & Photographer
Harrisonburg International Festival | Harrisonburg, VA | Freelance

Initiated and executed the development of a festival map delineating downtown Harrisonburg, alongside the design of posters and banners for the event. Conducted thorough research on the area and its requirements to enhance collaboration with clients and identify optimal solutions for their projects. Engaged in comprehensive research and communication with printers to guarantee that all projects adhered to specifications and were delivered punctually. Additionally, revamped and designed children's passport booklets by creating new vector graphics, updating information, and implementing necessary reformatting.

March 2018 - August 2019

Multimedia Designer
Bluemont Technology & Research, Inc. | Luray, VA | Full-Time

Conceived and crafted marketing graphics, 2D and 3D animations, and motion graphics for diverse applications including events, email campaigns, newsletters, and social media. Developed websites, photography, and marketing collateral ensuring brand cohesiveness for clients. Engaged in on-site photo shoots, client meetings, and contributed to the establishment of a unified brand identity. Played a pivotal role as the graphic lead in a software development project, overseeing task delegation, adherence to deadlines, communication with clients and other project leads, morale management within the team, and effective resolution of issues. Managed and curated content for Facebook, Twitter, and Instagram accounts for the company and its subsidiaries, employing tools like Hootsuite, Facebook Insights, Instagram Insights, and Twitter Analytics to create content schedules and generate statistical reports. Represented the company at industry events, engaging in networking activities and cultivating business leads. Contributed to the setup of corporate booths, including the layout of marketing materials such as capability statements, backdrops, banners, and other promotional items. Provided technical support for software or hardware at events, ensuring smooth functionality.

Certificates

December 2023

Product Design, Prototyping, and Testing
University System of Maryland | edX

References

Upon Request