

Rian Lipinski

Charlottesville, VA • rianlipinski.com • rianlipinski@gmail.com • 540-478-2528 • 

Graphic designer committed to navigating the ever-changing creative landscape. Experienced in branding, presentations, and digital/print design. Always looking for new ways to turn ideas into impactful visuals. [Click the URL above to view my work.](#)

Skills

Branding and Identity, Data Visualization, Customer Experience, Strategic Design Brand Management, Video Production, Digital and Print Marketing, Stationery, Presentations, Copywriting, Photo Manipulation, Social Media, User Experience, Relationship Management, Storyboarding, Illustrations

Applications

Illustrator
Photoshop
InDesign
Lightroom
Firefly
Premiere
Final Cut
Keynote
PowerPoint
Word
Excel
Teams
OneDrive
Google Workspace
Procreate
ChatGPT
Claude
Canva
Figma
Monday.com
Asana
PC & Mac

Education

Christopher Newport University • 2018 - 2022

Bachelor of Arts:
Communications and Graphic Design

Dean's List Recipient:
Fall 2019 - Spring 2022

Experience

Hardiman-Williams • Nov 2025 - Present

Graphic Designer

- Solely produce all event collateral, digital assets, and brand materials across four distinct client organizations, managing competing brand identities and deadlines simultaneously.
- Own and maintain organizational websites end-to-end, executing content updates, page builds, and visual design to keep four clients current and on-brand.
- Design full event marketing suites, including signage, sponsorship materials, presentations, and print/digital collateral, for global conferences from concept through production.

Heartwood Brands • Sep 2023 - Present

Graphic Designer

- Design end-to-end brand identities alongside agency founder for diverse client portfolios.
- Conceptualize and produce large-format environmental signage and ad collateral.
- Visualize client standards into marketing material, ensuring consistency across touchpoints.

Power Monitors • Jul 2025 - Nov 2025

Marketing Specialist

- Plan and execute email, social media, and website marketing campaigns, creating engaging copy, visuals, and multimedia content to promote advanced power monitoring solutions.
- Design graphics, produce, and edit video content for training and promotional use.
- Manage end-to-end marketing operations, webinar execution, and project workflows while maintaining internal communications, data integrity, and performance analytics.

Armaloo • Feb 2023 - Jan 2024

Multimedia Designer and Video Production Assistant

- Produced a wide range of visuals, including logos, social graphics, print materials, digital graphics, landing pages, and apparel designs, supporting internal and client initiatives.
- Developed and executed social media strategies that boosted platform engagement by 238% and generated leads, contributing to multiple successful client relationships.
- Hands-on involvement in direction and cinematography efforts from pre-production, on-set, and post-production ensuring smooth execution and high-quality deliverables.

Pointe Advisory • Jan 2022 - Jan 2023; Jan 2024 - Jul 2025

Graphic Designer, Strategic Design

- Designed and refined presentations for 100+ intelligence reports, strategic proposals, and financial analyses geared toward high-profile clients across diverse industries.
- Developed, maintained, and consistently updated a complete repository of brand assets, including icons, infographics, and templates, to ensure consistency across all deliverables.
- Worked with cross-functional teams to address data visualization challenges, distilling reporting insights into clear, actionable visuals that support high-level decision making.
- Defined and implemented brand identity, marketing initiatives, and business development strategies, working closely with leadership to strengthen positioning and outreach.

Freelance • Oct 2018 - Present

Graphic Designer, Sole Proprietor

- **Key Clients:** Entertainment Software Association, Charlottesville Tomorrow, Compass Pediatrics, York River Dental, Casino Skate Company, Filler Tax Services, Playback Toys

Previous Roles:

CNC Machinist, Plumber's Apprentice, CSR, Hospitality Expert