

Rian Lipinski

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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. Follow the link above to view my work.

Skills

Branding and Identity, Data Visualization, Customer Experience, Strategic Design Brand Management, Video Production, Digital and Print Marketing, Stationary, 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
Nvidia Canvas
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

Multimedia Specialist

- Develop a wide range of materials for global conventions including: event brochures, ads, signage, webpages, social media, and presentations ensuring coherence across touchpoints.
- Collaborate with marketing/communications teams and external vendors to support event advertising, manage experiential design/production, and deliver creative assets.

Hardwood Brands • Sep 2023 - Present

Graphic Designer

- Assist in conceptualizing and executing engaging designs for brand materials, including logos, patterns, mock-ups, and advertisements, under the guidance of creative director.
- Collaborate on incorporating brand guidelines and design principles to create unified visuals to strengthen recognition and consistency across various client materials.

Power Monitors Inc. • July 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 and produce/edit video content for branding, training, and promotional use.
- Coordinate webinars, projects, and marketing operations, maintain databases, track performance, and facilitate internal communications.

Pointe Advisory • Jan 2022 - Jan 2023; Dec 2023 - Aug 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.

Armaloo • Feb 2023 - Jan 2024

Graphic Designer

- 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 187% 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.

Freelance • Oct 2018 - Present

Graphic Designer, Sole Proprietor

- **Key Clients:** Entertainment Software Association, BeachCity Graphix, Compass Pediatrics, York River Dental, Casino Skate Company, Filler Tax Services, Playback Toys, 2BarGone, Districtly Desserts, CNU Rugby Club, CNU Fishing Club, CNU Skate Club, Flavor Savor BBQ

Previous Roles:

CNC Machinist, Plumbers Apprentice, CSR, Hospitality Expert