

Ricki gibson

Senior Graphic Designer and Illustrator

With a unique and diverse background, I am an experienced multidisciplinary designer with over 12 years of professional practice, seamlessly merging fine arts and graphic design for a fresh, innovative approach. With 16 years in education, I excel in communication, sensitively navigating cultural differences, effortlessly managing large teams, and drawing out each team member's strengths. Additionally, my entrepreneurial history and company collaborations have enabled businesses to quadruple their product offerings.

Work History

Senior Graphic Artist - Catholic Concepts

Indianapolis, IN

02/2021 - Present

- Manage and oversee contract graphic designers and photographers, ensuring all work adheres to both internal and client style guides, and aligns with brand consistency across all projects.
- Design all socks, shirts, and stickers for Sock Religious and custom socks for 4 Marks Printing brands collaborating with sales, production, and leadership teams.
- Developed a distinctive illustrative style for all vectors used by Sock Religious and 4 Marks Printing, grounded in thorough historical research and competitive analysis. This unique creative expertise prioritizes the target audience's needs, informed by comprehensive secondary research.
- Design, oversee and update all UI/UX on all corporate websites, improving conversion rate by 25% year over year for all online stores.

Graphic Designer - Catholic Concepts

Indianapolis, IN

- Design all socks, shirts, and stickers for the Sock Religious and 4 Marks Printing brands collaborating with sales, production, and leadership teams.
- Developed product designs, company branding, and websites with a strong focus on maintaining brand consistency and adhering to style guides, ensuring a cohesive visual identity across all platforms.
- Crafted a distinctive illustrative style for all vectors utilized by Sock Religious and 4 Marks Printing, showcasing a unique creative approach and design expertise.
- Managed social channel content strategy and calendars to drive engagement for three brands across multiple social channels.
- Designed and managed all email marketing across three brands (Sock Religious, States of Faith, and Catholic Concepts Wholesale), increasing average email marketing revenue by 300%.

✉ rickigibsondesign@gmail.com

☎ (317) 366-2232

Portfolio

www.rickigibson.com

Education

2012

MA: Photography

Concentration in Illustration

Indiana State University

2006

BS: Art Education

Indiana State University

Skills

Expert

- Illustration
- Adobe Photoshop
- Adobe Illustrator
- Digital Photography
- Photo Retouching
- Asana

Poficient

- Adobe InDesign
- Adobe After Effects
- UI/UX Design
- Figma
- Adobe XD
- Wix
- Shopify
- Tech Pack Creation
- Social Media and Email Marketing
- Social Media Management
- Omnisend
- Working knowledge of HTML

Illustrator - RG Arts
Westfield, IN
06/2012 - Present

- Conceptualize, design, and customize commissioned artworks, tailoring each piece to precisely meet the unique specifications and desires of clients.
- Create project proposals and contracts outlining the scope of work, timelines, and payment terms.
- Effectively manage time and deadlines, especially when balancing multiple projects simultaneously.
- Founded and manage a sticker line featuring historically iconic women.
- Regularly showcase artwork in prominent exhibitions across the greater Indianapolis region, actively contributing to the local art scene.
- Built and manage a strong online presence on Instagram, showcasing a diverse portfolio. Proactively manage dynamic website for global artistic engagement.

Graphic Designer & Visual Arts Teacher
Guerin Catholic High School
Noblesville, IN
08/2014 - 02/2022

- Designed many of the school's print and digital works, including step and repeat banners, coffee shop signage, and assets for the music department.
- Taught graphic design, painting, photography, drawing, art history, and sculpture.
- Managed inventory, ordering, and departmental budget.
- Demonstrated a track record of consistently fostering excellence, with students producing award-winning work under my guidance.

Visual Arts Teacher - Brownsburg High School
Brownsburg, IN
08/2006 - 08/2014

- Taught graphic design, painting, photography, drawing, AP art history, and sculpture.
- Obtained AP art history certification, diversifying the school's course offerings.
- Instrumental in cultivating departmental growth and increased class enrollment by infusing a dynamic presence and enthusiastic approach.
- Developed several new courses, selected curricula, sourced materials and created syllabi to fill educational gaps.
- Demonstrated a track record of consistently fostering excellence, with students producing award-winning work under my guidance.

Professional Rerences

Marcia Murphy
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Samuel Osho
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Jillian Hoefler
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Professional Development

- Figma UI/UX Design Essentials course completion 2023
- Adobe After Effects course completion 2023
- Config 2023, 2024.
- Adobe Max 2023