RAYA FREEBORN
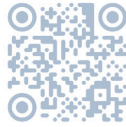
UX/UI + Graphic Designer

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rayafreeborn.com
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Richmond, VA

Work Experience

Freelance Graphic Designer

Jesse Vaughan Productions // *May 2025 – Present*

- Lead designer for media presentations.
- Designed the visual identity and layout for a hybrid digital business card with an embedded screen for executive and administrative use.
- Specialize in magazine cutting techniques for video animation projects.

Graphic Designer / Art Director

Richard Bland College // *May 2025 – Present*

- Lead Designer and Art Director for *Inside RBC* and *RBC REVIEW,* the college's official magazines, managing print and digital editions distributed worldwide to alumni, faculty, and board members.
- Create design for social media, commercials, and special RBC marketing and communications projects
- Contribute to logos, iconography, and design templates used across a campus-wide rebranding initiative.
- Designed small- and large-format posters promoting faculty, academic programs, and college events.
- Coordinated with external print vendors, preparing production-ready files and managing tight, multi-week timelines.
- Designed the Board of Visitors presentation delivered by the College President to a multi-member executive board.

Graphic Designer

Student Media Center at VCU // *May 2025 – Present*

- Member of the layout and editorial design team and for *The Commonwealth Times*, VCU's student-run newspaper with campus-wide circulation.
- Collaborate with a cross-functional creative team on branding systems, typography, and print-ready assets.
- Assist in designing layouts for print editions and multiple social media platforms, supporting weekly publication cycles.

Education

Virginia Commonwealth University of the Arts

B.F.A. Graphic Design, Minors Computer Science & Media Studies // *May 2026*

- Honors: Dean's List *Fall 2022 – Fall 2025*, 3.94 GPA
- VCU Virginia Merit Scholarship *(2022 – 2026)*
- The Betty Barr Memorial Girls' Tennis Scholarship *(2022)*

Santa Reparata International School of Art

Study Abroad Program // *May 2024*

- Immersed in historic art and design in Florence, Italy.

Proficiencies

- Adobe Creative Suite
- Color Grading
- Figma
- After Effects
- Creative Coding (HTML, JS, CSS)
- Java
- Python
- Video Editing
- Team Facilitation
- Microsoft Office Suite
- Screen Printing
- RISO Printing
- Bookbinding
- Music Theory

Awards & Certifications

- Ours Talk Shop Speaker *(2025)*
- 2025 VCUarts Undergraduate Juried Exhibition – *Risk ≠ Reward (2025)*
- Ad Club at VCU – Best Packaging Design Winner *(2025)*
- Scholastic Art Award – Silver Key *(2022)*
- Scholastic Art Award – Honorable Mention *(2022)*
- Best in Show – *Red.* and *Ad Astra (2022)*
- Google Ads Essential Training
- Adobe Photoshop 2021
- Storytelling for Designers
- Ideation for Marketers
- 3D Printing
- Woodshop

L.A.B.