

RICKY SMITH

Graphic Designer | Content Creator

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SUMMARY

Creative professional specializing in graphic design, multimedia production, and branding. Skilled in Adobe Creative Suite and other design tools to create engaging visuals for digital platforms, social media, and client campaigns. Proven track record in producing high-quality designs that elevate brand identities, drive audience engagement, and tell compelling visual stories.

EDUCATION

University of Kansas

Bachelor of Science, Journalism and Mass Communications (Strategic Communications/Media Arts) — Expected May 2025 (Enrolled in 12 credit hours, available for remote full-time employment)

Bachelor of General Studies, Film and Media Studies — 2018
Minor in Creative Writing/Entrepreneurship

PROFESSIONAL EXPERIENCE

Creative Director

[JSchool Tech](#) | 2023–Present

- Led content creation and grew social media presence, achieving **22.4K** views and a **2,576% increase** in views across Instagram, TikTok, and YouTube from Aug. 27–Nov. 24, 2024.
- Redesigned the brand's visual identity, including logos, color palettes, and typography.
- Designed various digital assets, including social media graphics, animations, and promotional visuals.
- Trained students in Adobe Creative Cloud and digital content creation techniques.

Content Creator & Strategist

[Ricky Smith Productions](#) | July 2024–Present

- Developed a personal brand with a focus on illustration, animation, and video content.
- Produced and designed social media assets, animations, and illustrations, achieving **142K views** on TikTok and **45.2K views** on YouTube.
- Managed the end-to-end creative process, including social media strategy, design, and content production.

“All Reading is Good Reading” – Summer Reading Campaign

Lawrence Public Library, 2022

- Produced and directed animated content, created digital and print materials, and performed character animations for a community-based campaign.
- Engaged the local community through social media and experiential media, contributing to increased awareness and participation.

“Milberger Pest Control to the Rescue!” – 50th Anniversary Campaign

Milberger Pest Control, 2018

- Wrote, produced, directed, and animated characters for a campaign featured on HGTV and local TV networks in the Kansas City marketing area.
- Created and designed assets for both television and digital media, effectively communicating brand messaging and expanding the company’s reach.

“Which Meal Plan is Right for You?” – Orientation Meal Plan Guide Video

The University of Kansas, 2018

- Wrote, produced, directed, animated, and performed characters for a video aimed at helping students select the right meal plan.
- Designed and created all animated visuals, contributing to the video’s use on social media and during the university’s 2018 orientation.

SKILLS

Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, InDesign, Audition), Procreate, Toon Boom Harmony

Other Tools: Excel, Social Media Analytics

Specialties: Branding, Digital Campaigns, Illustration, Animation, Motion Graphics, Creative Strategy

AWARDS & RECOGNITION

Tensie Film Awards: Best Comedy (2018), Best Animation (2017)