

RAYA FREEBORN

ART DIRECTOR +
GRAPHIC DESIGNER

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EXPERIENCE

RICHARD BLAND COLLEGE GRAPHIC DESIGNER & ART DIRECTOR

Petersburg, VA // *May 2025 – Present*

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

THE COMMONWEALTH TIMES GRAPHIC DESIGNER

Richmond, VA // *May 2025 – Present*

- Editorial and digital design for independent student newsroom, including typesetting, photo editing, and preparing formatted, color-correct files for print production.

JESSE VAUGHAN PRODUCTIONS GRAPHIC DESIGNER

Hybrid, VA // *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.

VCU STUDENT MEDIA CENTER GRAPHIC DESIGNER

Richmond, VA // *May 2025 – Present*

- Editorial and production design for student publications, from layout to print.

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY SCHOOL OF THE ARTS

B.F.A. GRAPHIC DESIGN // MINORS: COMPUTER SCIENCE & MEDIA STUDIES

Richmond, VA // *August 2022 – May 2026* // 3.9 GPA

- Honors: Dean's List *Fall 2022 – Spring 2026*

SANTA REPARATA INTERNATIONAL SCHOOL OF ART

Florence, Italy // *May 2024*

AWARDS & EXHIBITIONS

UNDERGRADUATE JURIED EXHIBITION VCUARTS

Richmond, VA // *2025*

ARTIST SPEAKER THE FISHBOWL

Richmond, VA // *2026*

TALK SHOP SPEAKER OURS

Richmond, VA // *2025*

BEST PACKAGING DESIGN AD CLUB AT VCU

Richmond, VA // *2025*

SILVER KEY SCHOLASTIC ART AWARD

Blacksburg, VA // *2022*

SKILLS

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- PowerPoint + Slide Decks
- HTML/CSS
- Creative problem solving
- Attention to detail
- Team facilitation
- Python
- Java
- Microsoft Office Suite
- Book-binding
- Typesetting
- RISO Printing
- Figma