# RAYA FREEBORN

ART DIRECTOR +
GRAPHIC DESIGNER

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(540) 808-5564
Richmond, VA

## EXPERIENCE

**RICHARD BLAND COLLEGE** GRAPHIC DESIGNER & ART DIRECTOR

Petersburg, VA // *May 2025 – Present*

- 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.
- Contribute to logos, iconography, and design templates used across a campus-wide rebranding initiative for social media, commercials, and special marketing projects.
- Designed the Board of Visitors presentation delivered by the College President to a multi-member executive board.

**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.

**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.

**STUDENT MEDIA CENTER AT VCU** 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* // 3.94 GPA

- Honors: Dean's List *Fall 2022 – Fall 2025*

**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 Creative Suite
- Color Grading
- Woodshop
- Screen Printing
- RISO Printing
- Book-binding
- Figma
- Typesetting
- After Effects
- Microsoft Office Suite
- HTML/CSS
- Java
- Python
- Video Editing
- Google Suite