

RAYA FREEBORN

ART DIRECTOR +
GRAPHIC DESIGNER

RAYAFREEBORN.COM
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(540) 808-5564

Recommendations
available upon request

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 // 3.94 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 Photoshop | ■ Attention to detail | ■ Book-binding |
| ■ Adobe Illustrator | ■ Team facilitation | ■ RISO Printing |
| ■ Adobe InDesign | ■ Java | ■ Microsoft Office Suite |
| ■ HTML/CSS | ■ Figma | ■ Google Suite |
| ■ Python | ■ Typesetting | ■ After Effects |