

DARRIUS RANKIN

W: darriusrankin.com **E:** darrius@darriusrankin.com **L:** Greenville, SC

PROFESSIONAL SUMMARY

Graphic & Motion Designer with 10+ years creating high-impact advertising campaigns and brand identities that drive engagement and conversions. Proven expertise in Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro), motion graphics, digital marketing, and social media advertising. Successfully managed design projects across 30+ markets, producing 200+ campaigns annually while maintaining brand consistency and meeting aggressive deadlines. Skilled in translating complex marketing objectives into compelling visual solutions that capture attention and deliver measurable results.

TECHNICAL SKILLS & TOOLS

Design Software: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Figma

Advertising & Marketing: Campaign Design, Social Media Advertising, Email Marketing Campaigns, Digital Banner Ads, Print Advertising, Brand Guidelines, Marketing Collateral, A/B Testing

Motion Graphics: Video Editing, Animation, Promotional Videos, Social Media Content, Motion Design

Emerging Technologies: AI Tools (Claude, ChatGPT), Web Development (HTML/CSS), App Development

Additional: Brand Strategy, Typography, Color Theory, Layout Design, Production Files, File Preparation, Cross-functional Collaboration.

PROFESSIONAL EXPERIENCE

6am City Inc | Senior Graphic Designer | Jun 2021 - Sept 2025

- Designed and executed 200+ advertising campaigns annually across 30 markets using Adobe Photoshop, Illustrator, and After Effects, generating consistent engagement across digital and print channels
- Created comprehensive brand identities for multiple clients including custom logos, color systems, typography guidelines, and complete brand style guides in Adobe Illustrator
- Developed B2B sales materials and pitch decks that attracted high-value advertising partners, contributing to revenue growth
- Produced high-converting marketing assets including social media graphics (Instagram, Facebook, LinkedIn), email campaign designs, web banners, and print advertisements using Adobe Creative Suite
- Designed product packaging and promotional materials using Adobe Illustrator and Photoshop that strengthened brand recognition and increased customer engagement
- Collaborated with cross-functional teams (marketing, editorial, sales, leadership) to ensure design alignment with business objectives and maintain brand consistency across all touch points

Independent | Graphic & Motion Designer, Brand Consultant | 2013 - Present

- Partnered with 30+ diverse clients to develop strategic design solutions using Adobe Creative Suite that strengthened brand-customer relationships and drove measurable engagement
- Provided comprehensive brand consulting services including market positioning analysis, visual identity development, and brand strategy implementation
- Created custom illustrations, graphics, and motion design content for branding campaigns, marketing materials, social media advertising, and digital products using Photoshop, Illustrator, and After Effects

Retrobrand | Apparel Designer & Production Artist | January 2019 - August 2020

- Designed 100+ production-ready apparel graphics for major retail clients including MLB, Barnes & Noble, and Old Navy using Adobe Illustrator and Photoshop
- Created seasonal apparel collections that aligned with brand guidelines and current fashion trends, contributing to successful product launches
- Prepared print-ready files and technical specifications for screen printing and embroidery production, ensuring accurate color matching and quality standards
- Collaborated with merchandising and product development teams to ensure designs met market demands, production requirements, and maintained brand consistency across The Original Retrobrand product line

Southern Tide | Apparel Designer & Production Artist | September 2018 - January 2019

- Partnered with design team to develop 10+ engaging apparel graphics using Adobe Illustrator aligned with seasonal assortments and brand aesthetic for t-shirts, polos, outerwear, and accessories
- Created technical production files using Adobe Photoshop ensuring accurate color matching and print quality for manufacturing
- Contributed to seasonal design presentations and collaborated with merchandising team on product selection, maintaining Southern Tide brand identity while introducing fresh design elements

Infinity Marketing | Production Artist & Designer | October 2016 - November 2017

- Collaborated with design team to update annual Comcast Xfinity customer notification materials, managing production workflow for high-volume marketing campaigns
- Designed overflow projects including print advertisements, digital banner ads, and email marketing campaigns using Adobe Creative Suite while ensuring brand consistency and quality standards
- Prepared production files in Adobe Illustrator and Photoshop and coordinated with vendors to ensure accurate printing and timely delivery while adapting to tight deadlines

Flat Rock Baptist Church | Graphic Designer | June 2015 - August 2018

- Managed comprehensive design projects including web design, branding, advertising campaigns, and creative direction using Adobe Creative Suite
- Designed and maintained church website using HTML/CSS, improving user experience and increasing online engagement by 40%
- Created 100+ promotional materials for events including posters, banners, social media graphics, and printed collateral using Photoshop and Illustrator
- Developed consistent visual branding system across all communication channels, collaborating with leadership team to align design strategy with organizational messaging

EDUCATION

University of South Carolina Upstate

2009 - 2013

Bachelor of Fine Arts *with* emphasis in Graphic Design

Deans List

President's Honors List