

DARRIUS RANKIN

Graphic Designer & Strategist

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PROFESSIONAL SUMMARY

Graphic Designer with 10+ years shaping identity systems and marketing campaigns from strategy to execution. Experienced developing brand positioning, visual identity, and multi-market campaigns for clients across media, retail, food and beverage, and sports industries. Proven ability to lead creative work at scale: 200+ campaigns across 30+ markets at 6AM City, \$80K+ in attributed sales and counting through brand and marketing work with ORR Cycling, and doubled client engagement for Newbreed Jiu Jitsu within 60 days. Proficient across Adobe Creative Suite with working knowledge of web development and motion design.

TECHNICAL SKILLS & TOOLS

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

Brand & Strategy: Identity Systems, Brand Positioning, Visual Language Development, Brand Guidelines, Campaign Strategy

Advertising: Campaign Design, Social Media Advertising, Digital & Print, Marketing Collateral, A/B Testing

Motion & Web: Motion Graphics, Video Editing, Animation, HTML/CSS, App Development

Emerging: AI Tools (Claude, ChatGPT), Lottie/Bodymovin

PROFESSIONAL EXPERIENCE

Graphic Designer & Strategist | Independent 2013 - Present

- Lead brand strategy and visual identity development for clients across cycling, hospitality, food and beverage, athletics, and media industries
- Developed full identity systems including positioning strategy, logo design, color and typography systems, and brand guidelines
- Drove \$80K+ in attributed sales and counting for ORR Cycling through sustained brand and marketing engagement with significant creative and strategic ownership
- Doubled client engagement for Newbreed Jiu Jitsu within 60 days through targeted brand and social campaign work
- Designed campaign creative, marketing collateral, motion graphics, and digital advertising across platforms using Adobe Creative Suite
- Managed client relationships from discovery through delivery; collaborated directly with founders and marketing leads on strategic direction

Senior Graphic Designer | 6AM City Jun 2021 - Sept 2025

- Led advertising creative across 30+ markets, doubling ad engagement and contributing to consistent year-over-year ad revenue growth; clients regularly requested campaign work by name
- Produced ads, graphics, and video content for social daily across all 30+ markets, maintaining brand standards and consistency at volume
- Built reusable templates for social, email, and digital formats that scaled output without scaling headcount
- Designed article and landing page templates as editor-facing tools, enabling editorial teams to publish on-brand content independently
- Developed brand identities for multiple clients including logo design, color systems, typography

- guidelines, and complete brand style guides
- Built B2B sales and pitch materials that supported high-value advertising partnerships
- Collaborated cross-functionally with marketing, editorial, sales, and leadership to maintain brand consistency and align creative with business objectives

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

- Designed 100+ production-ready apparel graphics for major retail clients including MLB, Barnes & Noble, and Old Navy
- Prepared print-ready files and technical specs for screen printing and embroidery; ensured accurate color matching and quality standards

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

- Developed seasonal apparel graphics for t-shirts, polos, outerwear, and accessories aligned with brand aesthetic and seasonal assortments
- Created technical production files ensuring accurate color matching and print quality for manufacturing

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

- Collaborated on Comcast Xfinity customer notification materials, managing production workflow for high-volume marketing campaigns
- Designed print ads, digital banner ads, and email campaigns

EDUCATION

Bachelor of Fine Arts, Graphic Design | University of South Carolina *2009 - 2013*
Deans List, President's Honors List