

John Parker (J.P.) Rickabaugh

MULTIFACETED DESIGN SPECIALIST

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PROFESSIONAL OVERVIEW

Self-starter with a comprehensive approach to design, penchant for experimenting, and focus on optimization. Translated limited branding into impactful advertising collateral for 100+ clients across various industries. Built and managed websites for over a dozen clients with multiple CMS solutions, including WordPress. Led video and motion graphics efforts for presentations at key industry events, elevating value and driving sales.

WORK EXPERIENCE

Designer | Esquire Advertising (Raleigh, NC)

March 2021 - Present

- Managed digital and video ad design for 100+ clients across multiple industries.
- Single-handedly managed internal video, motion graphic, and animation projects.
- Designed & managed company website; built sites for clients & industry peers.
- Collaborated with design team leader on company brand development & implementation.
- Led exploration of AI solutions for various internal & external design goals.
- Collaborated with DevOps team on UI for the Esquire Dashboard, Esquire's proprietary client-facing hub for data visualization & customer insights.

Creative Intern | The rAVe Agency (Chapel Hill, NC)

July 2020 - March 2021

- Built infographics, documents, and other assets for AV industry clients.
- Led front-end design on all digital live events through LAVNCH.com, home of rAVe's AV industry events and livestreams.
- Edited videos for live events & product demos.

Freelance Design, Art, Development, & Editing

2018 - Present

- Worked with a variety of clients on projects including branding, websites, e-commerce, books, album covers, and more.

EDUCATION

BA in Media & Journalism @ University Of North Carolina - Chapel Hill

2020

SKILLS

Graphic Design
Branding Design
Web Design
UI/UX Design

Print Design
Motion Graphics
Video Editing
Data Visualization

Copywriting
AI Exploration & Application

TOOLS

Adobe Creative Suite
HTML5
CSS3
WordPress

Shopify
Squarespace
Meta Business Suite
Blender

Procreate
Clip Studio Paint
Google AI Studio