



justin ray<sup>TM</sup>

## SKILLS

PHOTOSHOP



LIGHTROOM



ILLUSTRATOR



UI & UX DESIGN



NIKON D800



## EDUCATION

FALL 2012 - FALL 2014

**WESTERN KENTUCKY UNIVERSITY**  
3.5 GPA BUSINESS / MARKETING

2009-2012

**LOGAN COUNTY HIGH SCHOOL**  
3.6 GPA HIGH SCHOOL DIPLOMA

## CONTACT

☎ 270.847.3804

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📍 1903 MORENA ST  
NASHVILLE, TN 37208

🌐 JRAYGRAPHICS.COM

## PROFESSIONAL EXPERIENCE

JRAYGRAPHICS.COM

AUGUST 2014 / PRESENT 2017

### FREELANCING GRAPHIC DESIGNER

#### Experience includes:

- Creative Branding/Storytelling
- Website graphics/ Navigation
- Promotions/Sales Materials
- Brochures/Rack Cards/folders
- Trade Show Displays
- Sales Event Coordination
- Logo Design
- Business cards
- Infographics
- Magazine Ads
- Sales Strategy
- Social Media Content

MARCH 2016 / NOVEMBER 2016

### INSTITUTE OF ANTI-AGING MEDICINE (IAAM) GRAPHIC ARTIST / SKIN SPA MARKETING

- Patient Customer Service
- Aiding in Skincare Sales
- Managing Pharmaceutical inventory/Ordering
- Filling patients prescriptions/ Nutrient orders

AUGUST 2014 / FEBRUARY 2016

### COLLAGEN P.I.N. & INDUCTION THERAPIES GRAPHIC ARTIST / MARKETING DIRECTOR

- Cosmetic Product Photography/Ad Design
- Product Development/Timeline Management
- Creation of a Private Labeling Service, accounting for 70% of overall skincare sales.
- Managed The Launch of 14 new cosmetic products (Package Design, Logo design, Product infographics, etc.)

FEBRUARY 2016 / PRESENT 2017

### PLAY LOUISVILLE BARTENDER

JANUARY 2011 / AUGUST 2014

### TACO BELL SHIFT MANAGER

MARCH 2014 / AUGUST 2014

### ESTEE LAUDER BEAUTY ADVISOR



## ABOUT JR

Hello, I'm Justin Ray, a Kentucky-born artist with a thriving passion for commercial design. I earned my first four years in professional design as a freelancing Graphic Artist in the medical aesthetics and entertainment industries. Creating high-quality, multimedia content for print and web, utilizing UI / UX design, to increase sales and build brand loyalty. Working multiple projects simultaneously, earned me grit and a strong sense of self worth, carrying my livelihood in just a few bags. Each project welcoming a new challenge, furthering the growth of my abilities to communicate ideas and concepts clearly. Contrary to popular belief, being your own boss is not a walk in the park. Freelancing instils a sense of urgency and accountability to consistently set a new standard for myself and a project's potential. My previous endeavors have strengthened my skills in Creative design, photography, product development, project management, marketing and content writing.

I continue to seek new opportunities to further cultivate my creative career.

## CORE COMPETENCIES

- UI / UX Design
- Web Design
- Package Design
- Creative Designs/Graphics/Logos
- Photography: Portrait/Product
- Written and verbal communication
- Exceptional Sales Ability
- Time/Task Management
- Excellent problem solving abilities
- Detailed/Organized in under pressure
- Creative Brainstorming/story building

I would like to sincerely thank you for your time and curiosity in my story. I hope to have the privilege of creating/collaborating with you and/or your organization.

Please visit **JRAYGRAPHICS.COM** to view my portfolio.

Thank you



## REFERENCES

**MICAH MCGOWEN**  
Business owner/Boss  
(615) 397.3172

**HOLLIE KNOP LONG**  
Former Manager  
(502) 802.2033

**ALLEN KENNEDY**  
Former Educator  
(270) 991.0375