



Rick Enderle, Jr.

Graphic Designer

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Core Skills

Design & Branding

Logo Design, Rebranding, Visual Identity, Print & Digital Media

Digital Experience

Web Design, Email Marketing, WordPress, Social Media Graphics

Creative Tools

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere, After Effects)

Production

Print Preparation, Vinyl Graphics, Photography, Videography

Education

Cincinnati State Technical & Community College

Associate Degree, Multimedia & Web Design

The University of Toledo

Bachelor's Degree, K-12 Music Education

Volunteer

Ohio Military Band

Saxophonist / Webmaster

- Led rebranding and logo design.
- Designed, built & maintains website using WordPress.
- Manages social media presence to increase engagement.
- Aids in apparel design and creates other design assets as needed.

Summary

Creative and detail-oriented Graphic Designer with over 6 years of experience developing impactful visual content across digital, print, and branding platforms. Proven ability to lead rebranding initiatives, design engaging marketing materials, and manage digital assets from concept through production. Passionate about combining creativity and strategy to deliver strong brand identities and compelling user experiences.

Professional Experience

Graphic Designer / Installer

Allegra Print Marketing Mail | September 2024 – October 2025

- Prepared customer print files ranging from business cards to large-format posters.
- Designed and scheduled diverse direct mail campaigns, supporting both manual and machine processing.
- Managed company social media platforms, increasing website traffic by 50% through strategic content creation.
- Produced and installed vinyl signage, including printing, weeding, and taping for installation.
- Organized and maintained client project archives for efficient reuse and reference.
- Maintained the company website, showcasing recent design and print projects to attract new clients.

Graphic Designer / Creative Director

INFINIT Nutrition | September 2021 – August 2024

- Designed marketing materials including packaging, apparel, email campaigns, and digital ads.
- Led web design projects — landing pages, blogs, and full site redesigns — to enhance user engagement.
- Directed and edited branded photo and video shoots to elevate visual storytelling.
- Managed cloud-based digital asset libraries for seamless team collaboration.
- Collaborated with external agencies to maintain high-quality creative standards and consistent brand identity.
- Developed and implemented brand guidelines for unified presentation across all channels.

Graphic Designer

Smyth Auto Parts | April 2019 – September 2021

- Rebranded multiple sub-brands to strengthen corporate identity and recognition.
- Designed and produced retail signage, posters, and promotional materials to boost in-store engagement.
- Created and installed vehicle wraps, increasing mobile brand visibility and community reach.
- Developed digital design assets including billboards and social media graphics to expand online presence.