

# RYANNA POWER

(570) 954.1265

Web Designer | Graphic Designer

[rpower@eagles.bridgewater.edu](mailto:rpower@eagles.bridgewater.edu)

[ryannapower23@gmail.com](mailto:ryannapower23@gmail.com)

[LinkedIn](#)

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## PROFESSIONAL SUMMARY

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Motivated and industrious entry-level Digital Media Designer with creative thinking and project design abilities. Conceptualizes, designs, illustrates and maintains products by combining best practices with creative innovation to produce beautiful and functional results for an exceptional user experience. Creator of accessible user interfaces and aesthetically pleasing visual designs. Experienced in creating logos, typography and advertisements that please the customer.

## CORE COMPETENCIES

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Adobe Photoshop • Adobe Bridge • Microsoft Office Suite • Photography • Graphic Design • Adobe Illustrator • HTML • Professional Writing • Web Design • Adobe InDesign • Image Manipulation • Production Layouts • Illustration • Typography • Package Design

## EDUCATION

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- B.A., Digital Media Art May 2022  
*Bridgewater College, Bridgewater, VA. (GPA 3.7)*
- William and Wanda Ryan Scholarship and BC Class of '67 Gateway to Excellence Scholarship
- Diploma, Graphic Design May 2018  
*Wilkes Barre Area Career and Technical Center, Wilkes Barre, PA. (GPA 3.9)*
- 1<sup>st</sup> Place in Advertising Design in SkillsUSA Nationwide Competition, 2016 and 2017

## WORK EXPERIENCE AND PROJECTS

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- Public Relation and Social Media Intern Fall 2020  
*Office of Career Services, Bridgewater College*
- Monitor and maintain social media accounts across Facebook, Twitter and Instagram. Photograph content for social media features. Collaborate and assist with marketing strategy for virtual events. Manage and update Career Services webpage.
- Developed social media content by designing posts using Canva
  - Customized and redesigned stickers for the Office of Career Services
  - Collaborated with Bridgewater students and faculty to participate in Office of Career Services promotional video
  - Devised and directed video focusing on new students and featuring office services and resources
  - Participated in an Admissions Webcast for prospective students and their families to learn more about Bridgewater College
- Logo, Webpage and Phone App Design Fall 2020
- Designed primary and secondary logos using Adobe Illustrator
  - Reconstructed mock webpage and mobile app interface using Adobe Indesign
- Designing Movie Poster Fall 2020
- Utilized Adobe Illustrator to customize a monochromatic movie poster using typography
- Flight Path May 2020
- Personalized content and generated a template representing Digital Media Art major at the College
- Graphic Design Intern April 2021
- Create designs for branded merchandise, design newsletters, aid in website management and design.
  - Managed weekly newsletter that provided factual information and custom graphics to subscribers.
- Photography Portfolio Fall 2021
- Revealed semiotics through photography by generating diverse word replacements that create a juxtaposition in relation to the messages already embedded in the image.
  - Edited photographs using Adobe Bridge, Adobe Raw, and Adobe Photoshop