

Ryah Massarweh

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Professional Summary

Visual designer focused on crafting clear, refined, and highly considered communication across presentations, digital platforms, and brand systems. Experienced in translating complex ideas into structured, visually compelling narratives for leadership and cross-functional teams. Known for a strong sense of typography, layout, and visual restraint, with the ability to manage high-volume work while maintaining a high standard of craft.

Core Competencies

- Art Direction
- Campaign & Marketing Design
- Brand Systems & Consistency
- Team Leadership and Cross-Functional Strategy
- Short-form Video Editing
- Event & Tradeshow Design
- Illustration
- Typography & Layout Design

Tools

- Adobe Creative Suite
- Apple Keynote
- Figma
- PowerPoint / Google Slides
- Procreate
- Mailchimp / Klayvio
- Claude
- ChatGPT

Experience

Freedom Forever | *Senior Brand Designer*

2020 - 2026

- Design and produce high-quality presentations and communication materials for leadership, sales, and cross-functional teams
- Translate complex and technical information into clear, structured visual narratives that are easy to understand and visually refined
- Create executive-facing decks, internal communications, and event presentations with a strong focus on typography, layout, and hierarchy
- Partner closely with marketing, product, and sales teams to align messaging with broader organizational goals
- Develop and maintain consistent visual systems across presentations and communication materials to ensure clarity and cohesion
- Manage multiple projects simultaneously from concept through final delivery, maintaining a high level of precision and attention to detail
- Lead design for 20+ monthly events, including presentation materials and supporting visuals for large internal and external audiences
- Prepare polished, production-ready files across digital and print formats, ensuring consistency and quality at scale
- Mentor and collaborate with designers and cross-functional partners to uphold a strong and consistent visual standard

Ryah Massarweh Art & Design | *Digital Designer & Illustrator*

2018 - Present

- Develop brand identities and visual systems that extend across presentations, digital platforms, and print
- Design structured layouts that prioritize clarity, readability, and user experience across formats
- Create communication materials including decks, digital assets, and editorial-style layouts
- Work closely with clients to shape both visual direction and how information is organized and delivered
- Apply principles of hierarchy, spacing, and typography to create intuitive and visually balanced designs

Fidelitas Development | *Graphic Designer*

2019 - 2021

- Produced high-volume design work across digital and print in a fast-paced agency environment
- Created marketing and communication assets with a focus on clarity, consistency, and strong visual structure
- Collaborated across teams to translate strategic direction into effective visual outputs
- Managed multiple deadlines while maintaining attention to detail and quality

Education

San Diego State University | Bachelor of Arts | Fine Arts
University of California San Diego Extension | Graphic & Web Design | Certificate

Languages

Arabic | Conversational Proficiency
Italian | Conversational Proficiency
ASL | Elementary Proficiency