

Ryah Massarweh

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Professional Summary

Multidisciplinary designer with experience building and evolving visual identities across marketing, product, and digital platforms. I bring a balance of creative thinking and strategic execution, with a focus on scalable brand systems, thoughtful storytelling, and high-quality craft. Known for elevating brand consistency across touchpoints while delivering work that is both visually compelling and effective.

Core Competencies

- Brand Strategy and Corporate Rebranding
- Campaign & Marketing Design
- Packaging & Print Design
- Visual Identity Systems and Integrated Campaigns
- Team Leadership and Cross-Functional Strategy
- Typography & Layout Design

Tools

- Adobe Creative Cloud
 - Figma
 - Procreate
 - Powerpoint
 - Mailchimp
 - Klayvio
 - Claude
 - ChatGPT
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Experience

Freedom Forever | *Senior Brand Designer*

2020 - Present

- Led creative direction across brand, marketing, and internal initiatives, driving cohesive storytelling and increased brand visibility across all channels.
- Partnered with cross-functional leadership to align design strategy with business goals and performance outcomes.
- Designed and launched high-performing campaign assets across digital and print, supporting company-wide marketing initiatives and growth efforts.
- Conceptualized and managed a company merchandise program and online storefront, increasing revenue by 308% within one year through strategic product and brand positioning.
- Directed and maintained creative output for 20+ monthly events, ensuring strong visual cohesion and elevated brand presence in live environments.
- Managed and mentored in-house videographers, improving production quality and reinforcing brand consistency across motion and video content.

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

2018 - Present

- Develop end-to-end brand identities including logo systems, typography, color systems, and comprehensive brand guidelines tailored to client goals and audiences.
- Provide creative direction and strategic consulting to help founders and teams clarify positioning and strengthen visual storytelling.
- Create bespoke wedding identity systems featuring custom illustration, typography, and print design for highly personalized client experiences.

Fidelitas Development | *Graphic Designer*

2019 - 2021

- Collaborated directly with clients and internal teams to translate business objectives into clear, compelling visual systems.
 - Produced branding, email marketing, and social media assets across multiple industries in a fast-paced agency environment.
 - Presented design concepts to stakeholders, articulating rationale and refining work based on strategic feedback.
 - Promoted from intern to contract designer in recognition of strong execution, reliability, and client satisfaction.
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Education

San Diego State University | Bachelor of Arts | Fine Arts

University of California San Diego Extension | Graphic & Web Design | Certificate