

RICKY WEBSTER

VIDEO | MOTION GRAPHICS | DESIGN



Work History

MULTIMEDIA DESIGNER AND PRODUCTION SPECIALIST

ZERO TO THREE | 2020 - present

- Concept, art direct, design, and deliver original animations and engaging graphics for different audiences, including child care providers, parents, and politicians across numerous online platforms
- Develop and spearhead branding, designs and collateral for ZERO TO THREE programs, events, and e-commerce platforms, leading to higher sales and attendance
- Supervise production from concept to distribution for multiple concurrent design projects to meet organizational goals, including the ZERO TO THREE Annual Report and *State of Babies Yearbook*
- Collaborate with Digital Communications Team to develop new and innovate ways to generate engagement and conversation on social media channels
- Communicate productively with multiple organizational departments to ensure brand compliance and high level of quality for initiatives
- Act as liaison between organization and freelance designers and design firms to produce additional design projects
- Stay abreast of current design trends to ensure ZERO TO THREE remains first-in-class for early-life non-profit organizations

ASSOCIATE CREATIVE DIRECTOR

Northern Virginia Association of Realtors® | 2015 - present

- Plan and execute graphic design, multimedia, motion graphics and video communication initiatives to improve member, consumer and affiliate experience
- Launch new multimedia and digital experiences for NVAR members, including a podcast and hands-on technology demos
- Strategized, planned, created and executed all aspects of branding for Annual NVAR Convention, including logos, video and motion graphics promotions, on-site large format print branding, programs, and more.
- Collaborate with NVAR CEO, Membership Engagement Team and Communications Team to deliver Board of Director's vision
- Develop NVAR website taxonomy and back end organization for a streamlined digital experience
- Established organization-wide internal communication strategies, enabling more constructive talk and feedback across departments

Education

James Madison University | 2011 - 2015

- Bachelor's of Science
 - Media Arts and Design
 - Converged Media Concentration
- Minor: Music Industry
 - Production Focus

Get to Know Me.

Hi there! I'm a enthusiastic and attentive multimedia designer with a commitment to produce imaginative visuals based on the individuals needs for each client. I have a passion for producing original 2D animations, social media branding, and post-production.

In my free time, I enjoy traveling, indulging in colorful meals, creating art with different mediums, practicing music, and attending concerts throughout the country.

Let's Connect.

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- RickyWebster.com
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My Specializations.

- Multimedia Branding
- Motion Graphics
- Video Pre and Post Production
- Photography
- Photo Editing
- Audio Production
- Print and Digital Graphic Design
- Social Media Promotion Campaigns
- Web Design