



art director + designer

Contact

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Summary

Art director and designer with a diverse background in layout design, illustration, typography, and branding, offering expertise in creating compelling visuals.

education

Virginia Commonwealth University (VCU) May 2024

GPA: 3.98
B.F.A. Graphic Design
B.S. Creative Advertising

Global Education Certificate
Peace Corps Prep
Eagle Scout Award

skills

Design

Brand identity creation, Digital and Out-of-home ad design, Print layout & design, Social media marketing, Website layout & design, UI/UX design and wireframing, Market research, Photo & video editing, Project leadership, Package design

Tools

Illustrator, InDesign, Photoshop, Premiere Pro, After Effects, Font Self, Procreate, Keynote, Google Slides, Meta Business Suite, Capcut, Opus Clip Figma

Languages

Spanish, French

experience

Brand and Content Designer

Richmond Symphony | Sep 2024 - Jul 2025

Promoted over 27 concert programs through digital (Meta, Google Performance Max, Richmond Times-Dispatch) and print marketing. Coordinated with guest artists to plan, film, and execute engaging content. Supported fundraising and education departments, ensuring all materials aligned with brand standards. Managed website updates, social media posts, and workflows using WordPress, Meta Business, and Monday.com. Developed and oversaw Symphony-branded merchandise, assisting with tabling events to sell merch and engage directly with patrons about upcoming concerts and youth programs.

Health and Human Services Graphic Designer

MITRE | Nov 2023 - Jun 2025

Spearheaded the design of the Women's Health Data book for the National Institutes of Health, crafting a cohesive visual identity and layout to effectively present scientific data. Meeting compliance with 508 accessibility standards.

Art Director Intern

FABLE | Jun 2024 - Aug 2024

Developed full rebrands for 4 start-up companies, which included new logo, color palette, type hierarchy and brand guidelines. Expanded brand visual identity by designing website, digital media ads, social media/email templates, and print.

Lead Graphic Designer

River City Fashion | Jan 2024 - May 2024

Led design direction for the 1st magazine issue of River City Fashion: Student-run organization that reports on Richmond's robust fashion trends and styles. Cropped and retouched model photographs into eye-catching collages. Organized pre-press information.

Graphic Designer

The Commonwealth Times | Sep 2023 - May 2024

Designed layout for 15 printed newspapers and 21 social posts enhancing overall visual appeal and readability. Edited images and formed complex newspaper layouts by text wrapping, photo cutouts and visual balance.

Social Media/Marketing Intern

Spiel LLC | Jun 2023 - Aug 2023

Revamped Spiel's Instagram account, promoted the app's new features twice a week. Created brand merchandise strategy. Designed branding guidelines for print and social ads.

UI/UX Design Intern

Bank of America | May 2022 - Aug 2022

Created an agile product development for a digital student ID platform for VCU students. Worked cross-functionally with Development and Design team to redesign the VCU Mobile Application.

awards & association

Awards

(2x) Silver Addy in the Regional Richmond/Hampton Road Competition
Out-Of-Home & Ambient Media and Magazine Advertising Campaign
(2x) Gold Rammy's Award & (2x) Silver Rammy's Award
Awarded to selected Robertson School students who excel in advertising work

Associations

2024 National Student Advertising Competition (NSAC)
Led the visual direction for a Tide brand campaign, creating comprehensive brand guidelines and marketing strategy booklets.