

Demi Rain | Graphic & Motion Designer

Experience

County College of Morris | Randolph, NJ

Social Media Specialist | Feb 2025 - Present

Lead awareness campaigns including Choose CCM Day, Titan Comeback Day, and the weekly Titan Takeover to reengage students and boost campus visibility.

Develop social media strategies and content calendars across Facebook, Instagram, X, and LinkedIn using Hootsuite to maintain brand storytelling and tone consistency.

Create content and multimedia assets in Illustrator and Canva, and manage digital assets to streamline workflows and ensure brand accuracy.

Conduct social listening, trend analysis, and performance tracking to guide creative direction and optimize engagement.

Coordinate cross-functional teams and student interns, managing multiple projects and providing creative direction.

Produce and edit event and merchandise photos while maintaining listings on Shopify.

Catapult Industries | Morris Plains, NJ

Graphic & Web Designer | Jan 2021 - Present

Design digital and print materials for social posts, flyers, newsletters, presentations, and brochures using Illustrator, Photoshop, Acrobat, Canva, and Mailchimp.

Collaborate with the CEO on presentations targeting real estate and loan company partnerships, resulting in a successful ARF Financial LLC collaboration with supporting Excel data visualizations.

Manage and optimize the Wix website, designing prototypes in Figma to improve UX and brand cohesion.

Establish cross-promotion workflows with new partners, streamlining collaboration and increasing website reach by ~40%.

Lead projects from concept to production, coordinating design requests and providing strategic creative input while maintaining visual consistency.

Power Design & Supply Group | East Hanover, NJ

Web Designer | Jul 2024 - October 2024

Revamped the Squarespace website using custom CSS and JavaScript, increasing traffic by ~25% and conversions by ~15%.

Designed and prototyped website layouts and user flows in Figma, and developed branded visuals and videos for web and print to improve UX and enhance brand visibility.

Philadelphia Eagles | Philadelphia, PA

Graphic Designer | Jun 2021 - Sept 2021 & Aug 2024 - Oct 2024

Designed limited-edition game-day posters and social media video content for the Philadelphia Eagles as part of an NFL campaign, which sold out and boosted fan engagement during key game weeks.

Education

University of the Arts

B.S. Graphic Design | 2019

Minor: Motion Graphics

County College of Morris

Web Development

Certificate of

Achievement | 2023

Skills

Design

Brand Identity
Merchandising
Typography
Video Editing
Web Design
Presentation
Motion Graphics
Social Media

Software

Adobe Creative Suite
Microsoft Office
HTML/CSS/Javascript/SEO
Hootsuite
Apple Keynote
Shopify
Figma
Basecamp
Procreate
CapCut
Mailchimp