



**Ron Israel**  
**Designer**

## Work Experience

### Graphic Designer—T. Rowe Price

Owings Mills, MD April 2024—October 2026

- Designed integrated digital, social, and print creative, including digital ads, social media graphics, email campaigns, web graphics, infographics, presentations, event materials, and print collateral.
- Conceptualized and executed campaign designs from concept to final delivery, balancing multiple projects, priorities, deadlines, and stakeholder expectations in a fast paced environment.
- Maintained and evolved brand standards and design templates across digital and print channels, ensuring every deliverable met brand guidelines and WCAG accessibility standards.
- Translated business goals into clear, effective visual communications by partnering with marketing, legal, and copywriting teams in a matrixed organization.

### Graphic Designer—Affinitiv Advertising

Cape Coral, FL April 2023—April 2024

- Developed branded creative for multichannel digital campaigns across email, landing pages, paid social, and paid search, including Facebook ads and Google Business ads, working directly with clients to define campaign goals.
- Edited photography and video content for multimedia marketing campaigns, ensuring visual quality, brand consistency, and a clear message.
- Directed and filmed client interviews for campaign media, bringing authentic visual storytelling to advertising initiatives.

### Senior Graphic Designer—Emprove Remodeling

Gaithersburg, MD Feb. 2022—Dec. 2022

- Led the company rebrand and updated organizational design standards, strengthening brand consistency across marketing and internal materials.
- Created, edited, and published promotional videos, print collateral, and digital marketing assets that supported brand awareness campaigns.
- Presented client approved concepts to stakeholders and brought them to life using CAD, 3D rendering, and visual presentation tools.
- Developed interior renovation visuals, including floor plans, measurements, material lists, and presentation materials, guiding each project from concept through completion.

#### Contact

- Ronmisrael@gmail.com
- 240.676.3697
- [LinkedIn](#)

#### Portfolio Links

- [RonIsraelDesign.com](#)
- [Behance.net/RonIsraelDesign](#)

#### Education

- Bachelor of Fine Arts, Graphic Design  
Salisbury University, Salisbury, MD

#### Skills

- Typography, layout, branding, and visual storytelling across graphic design, photography, and videography platforms.
- Time management and project prioritization in fast paced, deadline driven environments.

#### Tools

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Acrobat, Lightroom, XD)
- AI design tools (Adobe Firefly, FigMake, Claude Design, Chatgpt, Lovable, Microsoft Copilot, Google Gemini)
- Figma, FigJam
- Microsoft Office (PowerPoint, Word, Excel, Outlook, Teams)
- 2020 Design Live

## **Graphic Designer—T. Rowe Price**

Owings Mills, MD Dec. 2019—Dec. 2021

- Produced customized digital and print creative for internal clients, applying brand standards and technical production expertise across every deliverable.
- Partnered with internal and external stakeholders to build standardized design templates, web assets, print collateral, and operational documents.
- Managed deadlines, priorities, and client expectations across strategic, ad hoc, and specialized production projects within a fast paced corporate design team.