

RICKY SOTO

Brand designer and creative director with 10+ years of experience leading projects from concept through execution. Spent the last six years as the sole in-house designer at a fast-paced political strategy firm, building the brand design function from the ground up and owning creative output for accounts including McDonald's, Coinbase, Scale AI, and Kalshi. Equally comfortable setting high-level strategy and executing hands-on, with a track record of mentoring associates and freelancers and serving as design lead for clients and internal stakeholders. Fluent in Figma and the Adobe Creative Suite, with hands-on experience integrating AI tools like Claude Design and Midjourney, backed by a strong foundation in brand strategy, typography, layout, and visual systems.

EXPERIENCE

Tusk Strategies

VP, Creative Design | December 2022 – Present • Senior Designer | January 2021 – December 2022

- Leads creative direction across 1,400+ projects, scaling workflows to support fast delivery.
- Designs original graphics, websites, and logos for 140+ clients, translating brand aesthetic into visual expressions.
- Partners with stakeholders to turn complex objectives into creative strategies across websites, display ads, OOH, social media, and experiential design.
- Produces print-ready artwork with knowledge of print techniques and production across digital and physical formats.
- Leads brand design for DTC, startup, and retail brands including NYU, Instacart, Kalshi, EarnIn, National Retail Federation, Coinbase, The Met, Vimergy, Comcast, Walmart, and Scale AI.

RSD Studio

Founder & Creative Director | June 2025 – Present

- Runs RSD Studio, an independent design practice focused on brand design, digital design, and 3D printing.
- Leads select project-based engagements alongside full-time employment.

Audacy

Senior Designer | March 2019 – December 2020

- Led design and branding initiatives for Audacy's flagship sports stations, including WFAN (NYC), 94WIP (Philadelphia), and 104.3 WQAM (Miami), delivering campaigns across broadcast and digital platforms.
- Directed 15+ brand redesigns across 200+ local and national radio stations with the brand marketing team.

Cumulus Media

Digital Producer | August 2016 – March 2019

- Designed cross-platform brand assets (emails, native ads, social graphics), contributing to audience growth.
- Streamlined creative workflows for 50+ stakeholders, improving efficiency in design execution.

Greater Than One

Digital Marketing Coordinator | June 2015 – July 2016

- Optimized website SEO by writing meta tags, image alt text, and title tags, improving search rankings.
- Created analytics reports for pharma clients, tracking page speed and time on site to identify improvements.

EDUCATION

Virginia Tech | B.A. Communication Studies | May 2015
Minor in Professional Writing

CONTINUING EDUCATION

Pratt Institute | CAD Design Certificate | Jan 2026 – Present
Cooper Union | Perspective Drawing | April 2026 – May 2026
Google UX Design Certificate | March 2024 – Sept 2024

HARD SKILLS

Brand Design, UX/UI Design, Prototyping, Package Design, 3D Printing, Video Editing, AI Video Creation, Generative AI Design, Architectural/Mechanical Drawing, Interactive Design

SOFT SKILLS

Design Leadership, Client Relations, Art Direction, Design Operations, Pitching, Visual Storytelling, Vendor Relations

SOFTWARE

Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Media Encoder), AutoCAD, Google Slides, PowerPoint, Keynote, Microsoft 365, PrusaSlicer

PLATFORMS & TOOLS

Replit, Lovable, Webflow, Squarespace, WordPress, Wix, GitHub, Mailchimp, Constant Contact, Quorum, Axios HQ, Google Analytics, Claude, ChatGPT, Sora, Midjourney, Flow