

RICKY SOTO

Brand designer and creative director with 10+ years building brand systems from the ground up. Since 2021 I've been the first and only designer at Tusk Strategies, where I own creative direction on everything the firm puts out and led the full rebrand in 2022, identity through style guide through website. I design and ship production websites without an engineering team, and I can take a brand from blank page to launched in under a week.

EXPERIENCE

Tusk Strategies

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

- Hired as the firm's first in-house designer and built the design function from scratch: workflows, brand standards, and the freelance and vendor bench the firm still runs on.
- Led Tusk's full rebrand in 2022 as Senior Designer, covering identity, style guide, employee handbook, and website. Promoted to VP that December.
- Own creative direction on every piece of work the firm puts into the world. 1,400+ projects for 140+ clients including Coinbase, Scale AI, McDonald's, The Met, NYU, Instacart, Kalshi, EarnIn, and the National Retail Federation.
- Design and ship production websites without an engineering team, working in Figma, Claude, Webflow, and Squarespace.
- Build the pitch and RFP creative the firm wins business with, translating strategy into work that holds up in the room.
- Direct freelance designers and outside agency partners across concurrent projects.

Audacy

Senior Designer | March 2019 – December 2020

- Led brand design for Audacy's flagship sports stations including WFAN in New York, 94WIP in Philadelphia, and 104.3 WQAM in Miami.
- Directed 15+ logo rebrands across a network of 200+ local and national stations, building identity systems that held up across broadcast, digital, and on-site activation.
- Owned corporate brand work spanning the website and app, RFPs, digital campaigns, newsletters, and podcast artwork.

Cumulus Media

Digital Producer | August 2016 – March 2019

- Ran design intake and project management for 50+ stakeholders across sales, programming, and on-air talent, assigning work and controlling quality on everything that shipped.
- Designed cross-platform brand and advertising assets for four radio stations and a podcast network, working mobile-first across email, banner, and native formats.
- Translated advertiser objectives into campaign creative in partnership with the digital sales organization.

Greater Than One

Digital Marketing Coordinator | June 2015 – July 2016

- SEO and QA on pharma client websites at a healthcare marketing agency.

CAPABILITIES

Brand Design, Creative Direction, Brand Strategy, Art Direction, Identity Systems, Design Systems, Campaign Development, Typography, Web Design, Motion, Design Operations, Print Production

SOFTWARE

Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Media Encoder), Webflow, Squarespace, WordPress, Netlify, GitHub, Keynote, PowerPoint

AI & EMERGING

Claude, Gemini, ChatGPT, Midjourney, Veo/Flow, Replit, Lovable
AI-assisted brand imagery, prototyping & production web builds

EDUCATION

Virginia Tech | B.A. Communication Studies | May 2015
Google UX Design Certificate | September 2024