

NOAH MARCINCZYK

GRAPHIC DESIGNER

CONTACT

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EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY

- BS, Mass Communications,
Concentration in Advertising/Creative

2022-2023 VCU AD CLUB AWARDS

- Best Art Director
- Best Out of Home Campaign (Kumon)
- Best Integrated Campaign (SPAM)

2024 AMERICAN ADVERTISING AWARDS

- GOLD ADDY (Local)
 - Best Integrated Brand Identity Campaign (WNBA)

SKILLS

- Adobe Creative Suite
(Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate)
- Canva
- Figma
- Social Media Content Tools
(Meta Business Suite, Buffer, Hootsuite)
- File types & prep for print
(CMYK, bleed, crop marks, etc.)
- Visual Storytelling
- Consistency in brand execution
- Presentation and pitching skills

PROFILE

Creative and passionate Graphic Designer with a strong foundation in visual storytelling, branding, and integrated campaign design. Skilled in both print and digital mediums, with experience on high-impact education and sports projects. Eager to bring bold ideas, artistic flair, and strategic design thinking to a collaborative, forward-thinking team that values creativity, innovation, and fresh perspectives.

WORK EXPERIENCE

GRAPHIC DESIGNER - CONTRACT2023-PRESENT

Paradigm, Virginia Beach

- Conceptualized and produced the company's first-ever brand video for its annual conference, showcased on the main screen at a national higher education event, enhancing brand visibility and audience engagement.
- Produced a product overview video that generated a 35% increase in web engagement and was used in over 50 client demos, helping accelerate the sales cycle and improve product understanding across target audiences.
- Created user flows and storyboards to illustrate the user journey and ensure a seamless user experience
- Developed logos, icons and illustrations that increased brand recognition in the marketplace.
- Partnered closely with the Creative Director to develop and execute impactful visual strategies that elevated branding and drove engagement for new product launches across multiple channels.

GRAPHIC DESIGNER - FREELANCE

Branding & Visual Design for Online Retail

- Designed and maintained a visually cohesive online storefront for a clothing resale business, with a focus on brand identity, layout, and user experience
- Produced all product photography, edited visuals, and curated a consistent aesthetic that aligned with current fashion and design trends
- Created promotional graphics and branded content for social media, driving a 40% increase in engagement and repeat customers
- Developed brand guidelines, logo design, and packaging elements to enhance customer perception and build brand loyalty
- Managed all creative aspects independently, from concept to execution, while tailoring designs to appeal to a niche streetwear audience

GRAPHIC DESIGNER - FREELANCE

Branding & Design for Trading Card Marketplace

- Designed and launched a visually engaging online platform for auctioning and selling custom trading cards, attracting nearly 500 customers in under 7 months
- Developed the full brand identity, including logo, color palette, typography, and digital packaging assets to create a cohesive visual experience
- Built promotional assets and ad creatives that boosted engagement and helped establish credibility within niche collector communities