

Rudy Prather

Graphic / Web Design



Contact

rudolphprather@gmail.com

rudyprather.com 

Profile

Results-driven graphic designer with 6+ years of experience creating high-impact digital marketing assets. Specializing in conversion-focused paid media campaigns, custom web experiences, and engaging social content that drives measurable business results.

Skills

Graphic Design

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Web Design

Bootstrap 5 Framework

HTML / CSS

Wordpress

Digital Marketing Tools

Google Web Designer

Campaign Monitor

Leadpages

Education

B.S. Media Arts

Platt College San Diego

Graphic / Web Design

2016-2018

Experience

Trade Ideas / Graphic Designer

May 2018-Present

Lead designer responsible for creating digital marketing assets that support multi-channel campaigns. Develop custom landing pages, email templates, and web interfaces while producing high-performing social media content, Google ads, and video advertisements that drive user engagement and conversions.

Buoy Digital Group / Freelance

July 2024-Present

Working with Buoy Digital Group to design paid social media ads for energy companies Gexa Energy and Frontier Utilities. Creating eye-catching visuals that help these brands connect with customers across social platforms and drive real results for their marketing campaigns.

Charlotte Proud / Graphic Designer

October 2016-October 2019

Designed comprehensive visual marketing materials to elevate brand presence and support business objectives. Created display advertisements, social media campaigns, branded promotional materials, and large-format print designs that strengthened the company's market position and customer engagement.