

# RAJVIR SINGH

Graphic Designer / Sports Creative

## PROFESSIONAL SUMMARY

Graphic designer and sports creative with experience in social media graphics, game-day content, brand identity, and sports photography. Skilled in creating visuals for fast-paced athletics environments, with a strong foundation in typography, visual hierarchy, Adobe Creative Suite, Figma, and digital storytelling.

## EMPLOYMENT HISTORY

### MULTIMEDIA DIRECTOR / CREATIVE MEDIA

Mar 2026 – Present

George Mason University Athletics

Fairfax, VA

- Designed **social media graphics** for George Mason Baseball, including **game-day promotions, score updates, player features, special-event graphics, and team content.**
- Created **digital content** for **regular-season** and **Atlantic 10 Tournament coverage**, supporting **real-time team communication** across social platforms.
- Photographed **games, player moments, fan engagement, and team coverage** for use in **social media storytelling** and digital promotion.
- Updated and refined **creative templates** to improve **brand consistency, visual hierarchy, and game-day communication.**
- Produced visually engaging **sports graphics and photography** with a focus on **clarity, consistency, composition, and audience engagement.**
- Applied **typography, layout, photography, and brand identity principles** to create cohesive visuals across **digital touchpoints.**

### MATCH PHOTOGRAPHER / GAME COVERAGE

Apr 2026 – Jun 2026

Old Glory DC – Major League Rugby

Fairfax, VA

- Photographed **Major League Rugby match coverage** for Old Glory DC, capturing **live action, player moments, fan engagement, and game-day atmosphere.**
- Delivered edited **sports photography galleries** for **team social media, recap content, and digital promotion.**
- Captured **action, sideline, celebration, and crowd reaction images** to support full-game storytelling.
- Applied **composition, timing, lighting, and color correction** in a **fast-paced professional sports environment.**

### LAB SUPPORT TECHNICIAN

Sept 2025 – Jun 2026

STAR Lab, George Mason University

Fairfax, VA

- Supported students using **Adobe Creative Suite, video editing, and 3D tools**, troubleshooting design workflows and technical issues in real time.
- Assisted with setup and optimization of **creative software and project files**, improving efficiency for design and media projects.
- Provided guidance on **design tools, file organization, and production processes**, helping users complete projects more effectively.
- Managed checkout system for **film and production equipment**, supporting hands-on creative work and media production.

## STUDENT PHOTOGRAPHER

*George Mason University*

Feb 2023 – May 2023

*Fairfax, VA*

- Captured and edited photography for university platforms, enhancing **visual storytelling and engagement**.
- Produced imagery aligned with **brand and marketing goals**, strengthening digital presence.
- Applied composition, lighting, and editing techniques to create **high-impact visuals**.

## DESIGN ASSISTANT (INTERNSHIP)

*Premier Design Concept*

Jan 2021 – May 2022

*Queenstown, MD*

- Assisted in developing **brand identity systems and visual assets** for client projects.
- Collaborated with clients to refine **visual direction and brand consistency**.
- Iterated on designs based on feedback, improving **usability and visual impact**, in fast-paced environments.
- Organized project files and assets to support **efficient design workflows and delivery**.

## EDUCATION

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### BACHELOR OF FINE ARTS IN VISUAL ART AND TECHNOLOGY

*CONCENTRATION IN GRAPHIC DESIGN*

Jan 2021 – May 2026

*Fairfax, VA*

#### Relevant Technical Courses:

- Computer Programming
- Introduction to Web Design
- Advanced Web Design

#### Relevant Design Courses:

- Advanced Typography
- Brand Identity Design
- Editorial Design

## SOFTWARE

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Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects), Figma, Cinema 4D, Blender, EFI Fiery / Command WorkStation, Caldera RIP

## SKILLS

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#### Design:

Sports Design, Social Media Graphics, Brand Identity Systems, Typography & Visual Hierarchy, Motion Graphics, Visual Campaign Design

#### Digital / Web:

HTML, CSS, JavaScript, TypeScript, React

#### Other:

Photography, Image Editing