# Raven Porter

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## Education

**University of Phoenix** — Phoenix, AZ
Master of Business Administration (MBA) — December 2026

**Thinkful, Chegg Inc.** — Online
*UX/UI Design Certification* — May 2023
https://www.ravenporterdesign.com/home

**Louisiana State University** — Baton Rouge, Louisiana
*Bachelor of Fine Arts concentration in Graphic Design* — May 2019

- Minor in Business Management and Art History

**Louisiana State University - Study Abroad Program** — London, England
History of Graphic Design — March 2016

## Summary

Customer-focused professional with 10+ years of experience blending creative thinking with strong communication and problem-solving skills. My background as a Graphic Designer and Brand Creative shapes how I approach every interaction—listening closely, simplifying complexity, and finding solutions that leave people feeling heard and taken care of. Known for turning challenges into positive outcomes that build trust and strengthen relationships.

## Experience

**Raven Porter Design** — New Orleans, LA
Freelance Graphic Designer & Brand Designer — January 2016 – Present

- Built branding systems—logos, visual identities, and marketing campaigns—for entrepreneurs, nonprofits, and small businesses.
- Designed across print, social, email, advertising, and web to give each client a consistent look and feel wherever their audience found them.
- Created brand guidelines, typography systems, and color palettes so clients could stay on-brand long after the project wrapped.
- Produced everything from social graphics and digital ads to brochures, presentations, event materials, and branded merch.
- Built and maintained visual systems and design standards to ensure consistency across digital products.
- Designed websites and landing pages in Figma and Adobe Creative Suite, built to convert as well as look good.
- Worked directly with clients to turn their goals into real creative concepts, not just deliverables.

**McDonogh 35 Charter High School** — New Orleans, LA
Photography Teacher — September 2025 – Present

- Lead instruction in graphic design, photography, branding, and digital media production, including Photoshop and Illustrator.
- Guide students through concept development, research, sketching, prototyping, critique, and final production.
- Design curriculum around visual storytelling, campaign development, and brand communication—teaching students to think like working creatives.
- Produce marketing materials, promotional graphics, and presentations for school initiatives and community events.
- Mentor students in portfolio development, digital media projects, and brand concept creation.
- Manage photography and digital media projects from planning through final presentation and delivery.

**Access Health Louisiana** — New Orleans, LA
Graphic Design Intern / Lead Designer — January 2019 – December 2019

- Designed digital and print marketing materials for statewide healthcare outreach programs.
- Created branding, campaigns, brochures, flyers, social graphics, and presentations.
- Collaborated with stakeholders to create clear, audience-focused visual communications.
- Developed brand standards for consistent digital, print, and event materials.
- Designed user-centered visuals for websites, educational resources, and campaigns.

- Collaborated with the New Orleans Film Festival on event branding and promotional marketing.
- Created presentation decks, event slideshows, and visual storytelling materials.
- Assisted with event planning, environmental graphics, and experiential design.
- Managed projects from concept to production with cross-functional teams

**Neuxla Property** New Orleans, LA
Business Manager June 2025 - Present

- Analyze operational, financial, and occupancy data to identify trends and improve business performance.
- Develop reports and performance metrics to support management decision-making.
- Conduct research and evaluations related to property operations, vendor performance, and tenant services.
- Maintain records, documentation, and compliance-related reporting.
- Coordinate multiple projects while tracking timelines, budgets, and outcomes.
- Utilize Microsoft Excel and business management systems to organize and analyze operational data.

**State Farm (under QA Claims)** *Remote*
Claims Investigator & Analyst March 2021 – January 2023

- Managed high-volume claims, providing timely, empathetic support in sensitive situations.
- Communicated clearly with customers about claims status, coverage, and next steps.
- Investigated and analyzed claims data to ensure accuracy and fair outcomes.
- Built customer trust through active listening and consistent follow-through.
- Met strict deadlines and quality standards while prioritizing customer satisfaction.

## Additional Work Experience

**Walter L. Cohen High School,** *Statistics and Physics Teacher* - New Orleans, LA, July 2025 - August 2025
**Whole Foods Market** *Bakery Team Member* New Orleans, LA May 2016 – July 2020 & June 2024 - August 2024
**KIPP Central City Academy** *Fifth Grade Science Teacher* - New Orleans, LA April 2024 - May 2025
**Gero Vera** *Claims Investigator & Analyst* - Remote September 2024 - December 2024
**Target** *Grocery Team Trainer,* Brooklyn, NY, July 2023 – March 2024
**School Professionals** *Substitute Teacher/Paraprofessional* New York, NY August 2023 – April 2024
**Isidore Newman School** *Substitute Teacher & After-School Instructor* – New Orleans, LA September 2019 – March 2020

## Skills & Interests

**Technical:** Microsoft Excel, Microsoft Word, PowerPoint, Google Workspace, Salesforce, Zendesk, Adobe Creative Suite, Asana, Trello, Monday.com, Figma, Wireframing, Interactive Prototyping, User Research, User Interviews, Usability Testing, Information Architecture, User Flows, Journey Mapping, Personas, Responsive Design, Mobile-First, Accessibility Standards, Design Systems, Component Libraries, A/B Testing Fundamentals, Conversion Optimization, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Canva
**Analytical:** Data Analysis, Statistical Analysis, Trend Analysis, Pattern Recognition, Root Cause Analysis, Research Methods, Business Analytics, KPI Monitoring, Risk Assessment
**Reporting:** Investigative Reporting, Technical Writing, Evidence Documentation, Report Development, Data Interpretation, Records Management, Presentation Development
**Interests:** Community Engagement, Public Service, Local Government, Photography, Graphic Design, Entrepreneurship, Arts Education, Data Analytics