



RILEY WATSON

MULTIMEDIA DESIGNER

CONTACT ME FOR ADDRESS
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RILEYWATSONDESIGNS.COM

EDUCATION

Ohio University, Athens, OH 45701
Scripps College of Communication
Bachelor of Science in
Communication, May 2019
Major: Interactive Media
Minor: Marketing

EXPERIENCE

GRAPHICS/PRODUCTION ASSISTANT
"VIRTUALLY IN LOVE" FILM MAY-AUG 2019
Los Angeles, California

- Designed motion graphics featured in the film and seen by 1,000 viewers
- Assisted Producer by organizing crew members, equipment & film set

CREATIVE DIRECTOR
FANGLE MAGAZINE OCT 2018-MAY 2019
Athens, Ohio

- Taught Editor-in-Chief and design staff how to use Adobe design software and organize magazine

GRAPHIC DESIGNER
VARIANT MAGAZINE SEP 2018-MAY 2019
Athens, Ohio

- Created quarterly fashion spreads to reflect current trends and target young adult audience

GRAPHIC DESIGNER
THREAD MAGAZINE NOV 2017-MAY 2019
Athens, Ohio

- Constructed monthly spreads to reflect current fashion and graphic design trends

SOFTWARE

InDesign	<div></div>
Illustrator	<div></div>
Photoshop	<div></div>
Premier Pro	<div></div>
After Effects	<div></div>

EMPLOYMENT

● **GRAPHIC/WEB DESIGNER AND SOCIAL MEDIA MANAGER**
THE SILVER LINING GROUP MARCH 2020-PRESENT
Columbus, Ohio

- Rebrand company website, social media accounts and marketing materials
- Remake company website: enhance UX design, incorporate responsive and mobile-friendly elements, connect broken links, and increase visual appeal
- Create social posts, develop social media campaigns, and advertise company events
- Increase social media statistics by: +4,500 people reached, +260 followers, +87 page likes, and triple the amount of page views on average

● **GRAPHIC DESIGN AND PHOTOGRAPHY INTERN**
ARROYO SECO BASEBALL JUN-AUG 2019
Los Angeles, California

- Designed promotional graphics viewed by an audience of over 4,000 fans and college scouts
- Took professional headshots of players and staff seen by college scouts, competitors, and fans
- Shot photos/videos during game times that are displayed on the company website & social media accounts

● **GRAPHIC DESIGNER AND SOCIAL MEDIA MANAGER**
SAFEWHITE INCORPORATED DEC 2018-MAY 2019
Columbus, Ohio

- Designed marketing materials seen by ~20,000 people at promotional events such as IMATS NYC, Indie Beauty Expo Los Angeles, Pre-Oscars Gala, America's Beauty Show, and the Columbus Wedding Show
- Redesigned company product packing and labels
- Created marketing campaigns, designed social media content and managed social media accounts
- Updated company website regularly
- Edited video advertisements

● **GRAPHIC DESIGN INTERN**
CAMPUS RECYCLING CENTER MAY 2018-FEB 2019
Athens, Ohio

- Developed marketing campaigns and created advertisements seen by 20,000 students on campus
- Designed 15' banner displayed in downtown Athens, Ohio to advertise recycling events