

jordin riley

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Hey there. I'm a senior designer based in San Francisco who believes the best brand stories are inspired by curiosity and told with authenticity. My work spans campaigns, product launches, visual systems, experiential design, digital touchpoints and beyond — always shaped by a deep interest in how design makes people feel. I aim to translate thoughtful ideas that evoke a sense of story and purpose.

Skills

Design Systems, Brand & Visual Identity Systems, Experiential Design, Packaging Design, Campaign Development, Art Direction, Photoshoot Direction, Visual Storytelling, Typography & Layout, Cross-Functional Collaboration, Effective Communication, Storyboarding, Stakeholder Management

Tools

Figma, Adobe Creative Suite, Framer, Canva, Slack, Workfront, Asana, Trello

Education

Academy of Art University

Graphic Design & Digital Media, BFA

Antonelli College

Interior Design, AA

Experience

Independent Creative | Senior Designer 2025 — Present

- Partner on creative direction and visual identity for clients including Figma and TCHO Chocolate, taking concepts from brief through production
- Own brand systems across print, packaging, event collateral, and digital touchpoints, maintaining visual consistency and creative quality across formats
- Engage directly with clients to translate business goals into cohesive creative output, managing scope, timeline, and execution end-to-end

Aquent x Adobe | Senior Designer 2022 — 25

- Shaped creative direction and execution for B2B marketing campaigns supporting Adobe Experience Cloud, partnering across web, events, and customer retention
- Directed key brand initiatives including the Adobe Resource Center, aligning design output with brand strategy and senior stakeholders
- Delivered high-impact creative on deadline while collaborating cross-functionally across marketing, brand, and product teams

The Clorox Company | Social Media Designer 2020 — 22

- Directed end-to-end creative asset development for top consumer brands, partnering cross-functionally from concept through execution
- Elevated social presence and brand consistency while shaping a newly defined role within the team
- Built and refined core design workflows that improved team alignment and creative efficiency

Williams Sonoma | Designer 2020

- Led cross-channel campaign design across web, email, and social, owning strategy and execution from concept through delivery
- Ensured brand consistency across touchpoints while deepening customer engagement and retention

Pearlfisher | Freelance Designer 2019

- Partnered cross-functionally with the design team from ideation through client approval, translating brand positioning into strategy-first packaging concepts for consumer brands

Freelance | Prop Stylist Assistant 2011 — 19

- Directed photo styling and photoshoot production, sourcing and art directing props and products for high-visibility brand launches
- Partnered with photographers and brand teams to craft elevated, brand-aligned visual storytelling and imagery