

RILEY CLARKE

Professional Designer & Illustrator

CONTACT

Riley Clarke, Designer & Illustrator
Auburn, NY. 585-754-7733
rileyhclarke@gmail.com

EDUCATION

MA Graphic Design,
Specialist in Multimedia
SUNY Oswego
December 2021

BFA Graphic Design
SUNY Oswego
May 2020

SKILLS

- Adobe Creative Cloud Suite
- Microsoft Office Suite
- Cinema 4D, Blender
- 3D Tours
- Mascot Development
- Drupal, Wordpress
- Figma
- Communicative
- Team Member
- Proofreading Documents
- Managing Files
- Problem Solving
- Digital Strategy

PROFILE

Multimedia designer with a strong background in graphic design. 4+ years of experience in creating digital and print marketing material, layout creation, website design, and more. Advanced sense of mastery in illustration, typography, and motion graphics. Passionate about the diverse range of design based on visual, cultural, and popular trends.

PROFESSIONAL EXPERIENCE

Advance Media New York, Digital Strategist

November 2022 – Present

GRAPHIC DESIGN: Led design direction in the production of digital and print ads, landing pages, and logos for a wide variety of clients including aviation, healthcare, and finance. Provided a design strategy to promote the brand by conducting research and developing project plans. Adapted marketing teams strategy into engaging creative campaigns which increased sales.

VIDEO PRODUCTION: Storyboarded, scripted, directed, filmed, edited, and produced video assets for nation wide clients. Worked closely with a professional film and audio crew to produce two nation wide commercials. Filmed 3D tours using a Matterport camera to create an online, interactive space.

ANIMATION: Communicated with clients to understand their vision, conceptualized ideas to hand-drawn sketches, created storyboards, and used a combination of hand key and motion capture data. Designed and animated 3D models, paying close attention to lighting, texturing, motion capture, and rendering.

ILLUSTRATION: Created engaging and dynamic 2D raster and vector illustrations to aid in brand development, including two custom mascots. Prepped illustrations for animation.

Commercial Art Supply, Graphic Designer

January 2022 – November 2022

GRAPHIC DESIGN: Provided graphics support for in-store and client based products. Design and production of material for EBC A+ Content, social media, and web graphics. Coordinated production with clientele in house and international vendors. Worked in a fast paced environment to meet and succeed daily deadlines.

ART DIRECTION: Aided in redesigning company sub-brand with Graphic Design Manager. Worked closely with Private Label and Brand Management Divisions to establish new identity, messaging, and visual concepts for advertising. Painted and created stock photos for company use. Created file structure and naming conventions for company wide use.

PHOTOGRAPHY: Directed and shot editorial, lifestyle, and info graphic marketing material. Staged commercial product shots. Photo editing, color correcting, and photo compositing. Maintained the photography studio and equipment in a shared environment.

VIDEO: Directed, shot, and edited product advertisements using Adobe Premiere Pro, After Effects, and Audition. Created storyboards for client and company prior to production.

RILEY CLARKE

Professional Designer & Illustrator

PROFESSIONAL WORK EXPERIENCE CONT.

SUNY Oswego, Graphic & Interaction Design Adjunct Professor

Spring 2022 – Spring 2023

CURRICULUM: Initiate, facilitate, and prepare syllabus and teaching material for Introduction to Interaction Design and Introduction to Digital Media. Design undergraduate courses to advance student's understanding of digital media and interaction design for class 3 hours, twice a week. Assign material to fulfill Writing Across the Curriculum credit. Collaborate with co-teachers and University administrators in developing policies to organize and disseminate course content. Provide clear and improved student learning processes while conducting productive critiques of design in a safe, positive setting.

SUNY Oswego – Art Department, Community Exhibitions, Graphic Designer & Content Creator

August 2019 – May 2020

GRAPHIC DESIGN: Develop creative print and web advertising such as digital signage, posters, postcards, emails, and event displays for local artists and professors in Syracuse, NY.