

Riley McGaff

// Summary

Interdisciplinary Creative & Thinker

Interdisciplinary designer, illustrator, photographer, and creative director with 9+ years of experience leading creative efforts from initial conception to final deliverables for both in-house teams and clients. My strength lies in my ability to operate in and knowledge of many roles, pulling from experience in marketing, creative disciplines, advertising, and management, which makes me an excellent team member and bridge-builder between departments.

// Professional Experience

Creative & Brand Lead BEYOND CLOTHING // JUN 2021 - JAN 2023

- Lead a team of creatives to develop and create strong creative marketing campaigns
- Manage creative projects around product and brand campaigns from briefs to post-production
- Manage the inbound request from key business leads to ensure all production asset deadlines are met for digital, social, and print
- Own & maintain Beyond's branding guidelines and creative brand strategy
- Manage & pre-produce in-house and offsite photoshoots to obtain campaign and product imagery
- Implement, own, maintain, and organize image asset library

Creative Director SST GROUP, LLC // JAN 2018 - DEC 2020

- Refreshed existing brands to be more modern, consistent, and include more diverse representation
- Updated all digital marketing creative to be more user friendly and optimized for the various digital platforms used in digital campaigns
- Implemented motion graphics into new forms of marketing
- Optimize creative workflow and creative approval processes saving the company \$15k annually
- Supervised and art directed creative staff and contractors

Senior Graphic Designer

OBLONG PIXEL
FEB 2015 - JAN 2018

As well as being part owner and operator of the company, I was responsible for conceiving and creating ads, websites, brand and identity systems for clients in a wide range of industries. Monitored performance of creative assets based on data to influence and update marketing efforts. I also oversaw, and art directed both photo and video shoots for clients.

Studio Manager

REDSTONE PICTURES
AUG 2014 - JUN 2015

Managed and oversaw the day to day operations of the corporate photography studio, including the scheduling and planning of shoots, as well as business processes like invoicing and customer relations. I also filled in as a photo editor and manipulator as needed. I was responsible for finding new on-site photo assistants and photo editors.

// Contact

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// Education

B.A. GRAPHIC DESIGN
MINORS, PSYCH & JAPANESE
2010 - 2014
Western Washington University

// Skills

Adobe Creative Suite
Interdisciplinary Design
Develop Creative Positioning
Marketing Strategy
Design Management
Project Management
Photo Shoot Direction
Video Shoot Direction