

# Riley McGaff

## // Summary

### Interdisciplinary Creative Leadership & Strategy

Designer, photographer, and creative director with 10+ years of experience leading creative efforts from initial conception to final deliverables for both in-house teams and agency clients. My strength lies in my ability to operate in and knowledge of many roles and industries, pulling from experience in marketing, creative disciplines, advertising, and management makes me an excellent team manager and bridge-builder between departments.

## // Experience

### Creative Director ONEFORCE // FEB 2023 - MAY 2024

- Oversee a team of creative employees and contractors to execute integrated marketing projects and campaigns with an average of \$15k/month ad spend.
- Educate and guide marketing managers on integrated marketing projects and processes thereby increasing project completion speed by 30%
- Create, document, and enforce SOPs for creative projects
- Manage up to 10 simultaneous creative projects for 6 clients, and effectively communicate project status to relevant parties
- Capture and analyze data from design implementations to further optimize and inform current and future projects with documented learnings
- Identify, test, and implement new tech-stack tools to increase efficiency while documenting the process

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

- Led and mentored a team of creatives to develop and create strong creative marketing campaigns to support retail e-commerce & sales team
- Managed creative projects around product and brand campaigns from briefs to post-production for social channels, print, e-commerce, and advertising
- Translated inbound requests from key business leads into project briefs to ensure all production asset deadlines are met for digital, social, and print
- Owned and maintained Beyond's branding guidelines and creative brand strategy
- Planned and pre-produce in-house and offsite photoshoots to obtain campaign and product imagery, including location sourcing, and obtaining proper permits
- Implemented, owned, maintained, and organized Digital Asset Management library with sophisticated metadata structure streamlining interdepartmental media usage

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

- Optimized creative workflow and creative approval processes saving the company \$15k annually
- Refreshed existing brands to be more modern, consistent, and include more diverse representation, increasing potential customer base
- Refined all digital marketing creative to be more user-friendly
- Implemented motion graphics into new forms of marketing which increased social media ad engagement by 10%
- Supervised and art directed creative staff and contractors

## // Contact

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## // Education & Activities

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

CREATIVE MORNINGS  
SEATTLE - VOLUNTEER  
2015 - Current

MARKETING ADVISOR -  
WESTLAKE DANCE CENTER  
2021 - Current

CREATIVE DIRECTOR // DESIGNER  
// PHOTOGRAPHER

## Senior Graphic Designer OBLONG PIXEL // FEB 2015 - JAN 2018

- Delivered integrated design development from concept to campaign implementation for clients while managing art directing for both photo and video shoots
- Leveraged multi-faceted expertise to offer services related to commercial graphic design, marketing strategy development, online event planning, and production, as well as generating engaging graphics and digital reports that communicate complex data succinctly
- Evaluated client needs and define objectives, creating bespoke solutions while drawing from diverse methodologies and technologies
- Presented proposals and formulated criteria for success and monitored performance based on data and marketing trends
- Ensured effective communication across stakeholders to complete projects within set timeframes
- Created brand guidelines, templates, and other necessary documents to hand-off to clients for their use

## Studio Manager REDSTONE PICTURES // AUG 2014 - JAN 2015

- Oversaw daily operations for creative studio, maximizing on project management for scheduling and organizing shoots, and collaboration tools
- Managed all aspects of budget for each project, including financial tracking, and controls
- Efficiently managed studio time and design team, in accordance with budget
- Liaised with client and design team on project needs to safeguard work completed meets agreed brief
- Assessed, evaluated, and clarified client briefs and assigned appropriate designers to project
- Developed, maintained, updated, and implemented deadlines, project goals, deliverables, and systems to guarantee a smooth production process

## Lead Graphic Designer WWU A.S. PUBLICITY CENTER // JUN 2013 - JUN 2014

- Managed and lead the daily operations of a 6 graphic designers from art direction to meeting project milestones
- Facilitated client communications and mediated conflicts. Optimized the creative project flow
- Successfully delivered creative campaign assets for both print and digital media.
- Conducted staff meetings and development sessions
- Spearheaded an effort to implement motion graphics into marketing for clients
- Maintained open lines of communication with our print service vendor, and oversaw all print proofing
- Collaborated with other heads of student-run offices to ensure a safe, effective, and cohesive organization is being achieved

## // Skills

Adobe Creative Suite

Figma

Interdisciplinary Design

Integrated Marketing

Marketing Strategy

Creative Strategy

Creative Team Management

Brand Development

Logo Design

Project Management

Concept Development

Art Direction

Video/Photo Shoot Direction

Photography & Editing

Media Pre-Production

Budget Management

2D Motion Design

Research & Reporting

Visual Merchandising

B2C Marketing

B2B Marketing

Documentation