

Riley Sheehan

Designer

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WORK EXPERIENCE

The Austin Stone / Creative Lead & Designer

2017 - 2020, AUSTIN

Worked with a team of multi-disciplined creative professionals, leading brand and art direction.

Led a major in-house rebrand and corresponding development of color palettes, type hierarchy, multi-layer organizational brand system, and brand style guide.

Managed complex projects involving multiple designers and departmental clients through Basecamp and Asana.

The Austin Stone / Digital Communications

2015 - 2017, AUSTIN

Built a modern web and social media strategy from the ground up for a multi-location nonprofit brand, exponentially increasing engagement.

Developed standalone and integrated web assets using UX / UI principles, HTML, CSS, Ruby on Rails, and Git.

C3 Presents / Marketing Intern

2015, AUSTIN

Strategized digital sponsorship programs, managed numerous high-volume social media assets for the world's foremost live music brands.

EDUCATION

UT Austin / BA – Music, Business

2010 - 2014, AUSTIN

Studied creative enterprises, entrepreneurship, management, MIS, marketing, and fine arts.

SKILLS

Design – Illustration and graphics, design thinking and strategy, print layouts and longform, apparel and signage, type and letterforms, UX/UI design, HTML/CSS.

Branding – Research, logos and wordmarks, brand management, type hierarchy development, style guides, brand systems.

Marketing – Google Analytics, social media strategy and content calendars, Facebook & Instagram Ads, campaign management, SEO, CMS tools, email marketing, A/B testing.

Project Management – Problem solving, task management, time tracking, delegation, prioritization.

Communication – Strong written and verbal communication, copywriting, and editing.

Tools – Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, XD, Sketch, Final Cut Pro, Github, Webflow, Wordpress, Google Docs, Microsoft Office, Mailchimp, Asana, Basecamp, Harvest.