

_Riley Best

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A multidisciplinary designer accomplished in clarifying brand narratives and translating it in to empathic digital experiences.

Skills

Figma	Illustrator
Adobe XD	Indesign
Elementor	Photoshop
Wordpress	Illustration
Midjourney	Drawing
Visual Identity	Information Architecture
Brand Strategy	Design Thinking
Design Systems	Visual Storytelling
Wireframing	Storyboarding
Journey Mapping	Problem Solving

Education

AUG 2018 – MAY 2023 | **UNIVERSITY OF CINCINNATI** | CINCINNATI, OHIO
College of Design, Architecture, Art, and Planning (DAAP)
Bachelor of Science – Communication Design

Participated in the Professional Practice Program which alternated semesters of college study with work experience in the field of Communication Design

GPA: 3.9 | 4.0

Work Experience

AUG 2023 – PRESENT | **EXPEDITION** | CINCINNATI, OH
Digital Designer

Designed and developed websites for clients such as Xavier and Alta Language Services. Redefined digital brand systems, created graphics assets, and streamlined task flows that led to increased engagement. Presented research, competitive analyses, wireframes, and mockups. Also spearheaded internal promotional efforts, crafted social media strategy and graphics for enhanced brand visibility and messaging.

JAN 2022 – DEC 2022 | **HYPERQUAKE** | CINCINNATI, OH
Brand + Digital Jr. Designer

Developed, refined, or expanded brands such as Google, P&G, Obagi, Neurostar, and GlacialRx as part of both the brand and digital team. Generated creative brand assets cross functionally between print and digital to expand the brand's reach and drive. Presented design themes, crafted logos, curated fonts, developed graphic elements, designed print materials, and created digital experiences.

JAN 2020 – AUG 2021 | **HELIUM INTERACTIVE** | CINCINNATI, OH
Graphic + Digital Designer

Executed research-driven website design and graphic asset creation. Led competitive analyses, crafted site maps, and provided strategic design insights. Developed wireframes that translated into mockups. Contributed to internal branding for Helium Interactive and their parent company, Helium SEO, ensuring brand consistency.

Honors & Activities

Graphis Silver Award 2021, Recipient of the Sallie Baldwin Graphic Design Scholarship, DAAP Ambassador, Dean's List 2018 - 2023, Dance Teacher, Former Exhale Dance Tribe Member