

Riley Murphy is an art director and designer whose work centers on fashion, luxury, and beauty. She has contributed to global campaigns for leading brands, combining thoughtful precision with a refined visual sensibility. Her expertise spans campaign art direction, brand identity development, creative storytelling, and design across print and digital platforms.

Clients include: 7 For All Mankind, District Vision, Flamingo Estate, GapStudio, Glossier, Hermes, Nike, Old Navy, Supergoop, Theory, Thom Browne, etc.

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## Experience

### Freelance | Designer & Art Director

02.2023—Present

Provides freelance design support across brand, campaign, and production needs, creating pitch decks, visual concepts, typographic treatments, and polished layouts for both digital and print. Delivers refined campaign imagery, retouching, and cohesive visual systems while developing templates and guides that streamline client workflows. Freelance clients include Brains on Fire, Combo, Nari Creative, Flamingo Estate, TWP, Ayoh Foods, etc.

### Flamingo Estate | Designer

09.2023—03.2025

Produced paid social assets, email campaigns, and a wide range of digital collateral that upheld the brand's elevated visual storytelling. Developed concepts and executed design for product launches, website assets, promotional imagery, and seasonal campaigns, ensuring every touchpoint reflected the brand's rich, sensory-driven aesthetic. Collaborated closely with the marketing team to create cohesive, narrative-led visuals that strengthened brand identity and enhanced customer engagement across all digital channels.

### Look | Designer & Junior Art Director

02.2023—08.2025

Supported creative development across pre-production, production, and post-production by designing pitch decks, concept mocks, and typographic treatments, as well as conducting visual research and assisting with on-set art direction. Prepared final layouts, supervised video and print workflows, and developed templates and production guides for editors, motion graphic artists, and animators. Edited and mocked campaign imagery, provided retouching and color notes, and ensured overall visual quality.

### EJ Lauren | Designer

11.2021—02.2023

Designed and maintained comprehensive brand assets, including presentations, websites, and printed collateral. Led product and lifestyle photography and produced digital illustrations for marketing across multiple channels. Contributed to product design for new releases and created high-quality product renderings that supported pre-production sales. Developed concept and design solutions for a wide range of client needs, including email campaigns, product launch materials, and website collateral.

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## Education

### San Diego State University

Bachelor of Arts in Art & Design—Class of 2020

## Skills

Defining and executing compelling visual concepts and creative strategy across all media platforms. Advanced technical mastery of the Adobe Creative Suite, Figma, Keynote, etc. Ability to translate high-level brand guidelines into effective, engaging visual assets.