



RILEY McQUOWN

CREATIVE DIRECTION & DESIGN

Self-motivated creative leader with over 10 years of experience in visual storytelling. Known for a keen eye for detail and a passion for branding, photo art direction, and copywriting. Transforms ideas into compelling imagery that brings creative vision to life.

EDUCATION

Bachelor of Fine Arts

COLUMBUS COLLEGE OF ART AND DESIGN (CCAD)

Advertising & Graphic Design Major
Copywriting Minor
2014 Graduate

SKILLS

Art Direction
Photo Art Direction
Video Direction
Print Design
Event Design
Brand Identity
Brand Strategy
Research, Ideation
Trend Research
Team Leadership
Mentoring

TOOLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Microsoft Office Suite

CONNECT

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419.310.4563

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR

Thirty-One Gifts | Columbus, OH | March 2020-December 2024

Collaborated and worked closely with cross-functional partners, strategists, and copywriters to bring stories and concepts to life from start to finish.

Photo and video art direction for print, digital, and social media, encompassing concept development, storyboarding, set design, shoot planning, and on-set collaboration with the production team. Directed studio teams, talent, hair and makeup, wardrobe, stylists, and photographers during shoots. Gained extensive experience in both studio and location settings.

Designed and directed the construction of sets, procurement of models, props, and wardrobe, and collaborated with producers to secure model talent and scout locations. Managed post-production assets and shot lists to ensure a seamless workflow.

Conducted press checks and managed vendor approvals for final assets, ensuring quality and accuracy in production. Collaborated closely with printing vendors to maintain brand standards and achieve desired results.

Developed style guides for seasonal campaigns related to lockups, graphics, art direction, and motion/animation treatments. Conducted trend research to inform design choices and drove the application of these guidelines across all touchpoints and marketing channels to ensure tonal and brand consistency.

Provided high-level brand guidance and feedback on specific deliverables to ensure all assets were on-brand and executed to a high standard, adhering to established brand standards.

Mentored creative team members to improve their capabilities and support their career paths, fostering a collaborative team environment.

SENIOR GRAPHIC DESIGNER

Thirty-One Gifts | Columbus, OH | 2019-2020

Led the design and execution of high-impact visual solutions for print, digital, and social media, ensuring brand consistency across all in-house projects. Managed event design from concept to execution, creating engaging materials that enhance brand presence. Collaborated with cross-functional teams to implement creative strategies that drive engagement and align with business objectives. Mentored junior designers, fostering a collaborative and innovative team environment.

GRAPHIC DESIGNER

Thirty-One Gifts | Columbus, OH | 2015-2019

Created visually compelling designs for print, digital, and social media, ensuring alignment with brand standards and in-house objectives. Developed innovative concepts and layouts in collaboration with internal teams and leadership to achieve project goals and enhance brand presence. Collaborated with design peers to foster a culture of teamwork, constructive feedback, and open discussion.

ASSISTANT GRAPHIC DESIGNER

Thirty-One Gifts | Columbus, OH | 2014-2015

Assisted in creating visual assets for print, digital, and social media, ensuring alignment with brand guidelines. Supported the design team in developing concepts and layouts while conducting research on design trends to enhance my skills and knowledge. Collaborated with team members to meet project deadlines and maintained organized project files for efficient workflow.

GRAPHIC DESIGN INTERN

Thirty-One Gifts | Columbus, OH | 2013-2014

Developed strong relationships by actively listening, supporting senior designers, and demonstrating initiative and creativity on a daily basis. Quickly learned to navigate design challenges and processes within an in-house retail design environment while maintaining meticulous attention to detail and exceptional organizational skills.