

Riley Donahue

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Experience

Graphic Designer

Urban Outfitters 2024

During my graphic design contract at URBN headquarters, I created digital and print assets for advertising, social media, and e-commerce while ensuring brand consistency and visual impact. Working in a fast-paced, deadline-driven environment, I adapted designs across platforms, managed multiple projects simultaneously, and balanced creative problem-solving with technical execution.

Multidisciplinary Designer

Freelance 2019 - current

As a freelance designer, I have specialized in brand identity, UI/UX, web design, and digital content creation, developing cohesive visual systems and scalable e-commerce experiences that blend aesthetics with user-centric functionality. With a focus on the music and e-commerce industries, I've led creative direction for campaigns, built high-performing websites, and managed multi-platform design projects that drive engagement and conversions.

Brand Identity + UI/UX Designer

Perpetual Studio 2021-2023

At Perpetual Studio, I designed and refined brand identities across digital platforms, developing scalable design systems that standardized UI components for consistency and efficiency. Through user research, prototyping, and usability testing, I crafted intuitive experiences while also designing marketing assets for Meta Ad campaigns that aligned branding with UX strategy to drive engagement.

Creative Department Intern

Zendesk 2017

Filtered applications for a new role as well as performed general assistance to the team members of the in-house video and creative team at Zendesk at their headquarters in San Francisco.

References

Victoria May

Urban Outfitters Sr. Creative Director

vmay@urbanoutfitters.com

Ian Rousey

Urban Outfitters Jr. Creative Director

irousey@urbanoutfitters.com

Claire Vogel

Warner Records Senior Dir. Creative Services

claire.vogel@warnerrecords.com

Skills

Product Design

User Interface Design, User Experience Design, Prototyping, Wireframing, Low Fidelity Mockups, Design Systems, Interactive and Motion Design, Low-Code/No Code Tools

Graphic Design

Brand Identity Design, Logo Design, Typography, Layout Design, Print and Packaging Design, Motion Graphics, Pitch Deck Design, Style Guide Design

Software

Figma, Photoshop, Illustrator, InDesign, Sketch, After Effects, Adobe XD, Webflow, Framer, Maze, Shopify, Notion, Asana, Trello, Airtable, FigJam, HTML, CSS, Javascript, Three.JS framework, LottieFiles, Typeform, HotJar, Klaviyo

Soft Skills

Creative Problem Solving, Collaboration Expert, User-Centered Design, Interpersonal Communication, Adaptable To Any Situation, Fast Learner, Iterative Designing, Self Motivation, Time Management

Languages

English, Spanish

Education + Notable Projects

Education

California State University Long Beach Cum Laude

B.A. Film Studies and Cinematography

Other Companies Worked For

Warner Records	Atlantic Records
Polaroid	Foundations Management
Zendesk	Q Prime Management
SoundExchange	Flamingo Estate
K Swiss	All Star Chocolate

BDG Holiday Season Campaign

Urban Outfitters 2024

Polaroid Go Campaign

Polaroid 2024

Vogue Portraits

Declan Mckenna 2023