

Kivon Riley

Graphic Design Specialist

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(123) 456-7890

San Francisco, CA

[My portfolio](#)

[LinkedIn](#)

WORK EXPERIENCE

The Pond Guy

Graphic Design Specialist

San Francisco, CA | 2019 - current

- Designed the layout and graphics for a new email campaign which improved conversion rate by 17% (worked closely with Marketing and Web Development teams)
- Ensured reliable delivery of all printed materials by managing vendors from bidding to the final product, reducing costs by 10% and improving reliability by 8%
- Supported the Sales team in creating sales materials including tradeshow ephemera and displays which resulted in 20+ new enterprise customers
- Worked with the Product Development team to develop packaging and manuals for all products, utilizing Adobe InDesign and Photoshop

Gensco

Graphic Design Specialist

San Fransico, CA | 2018 - 2019

- Led the graphic design of several events marketing campaigns, including 7 training books, 4 dealer meetings, and 13 customer trip brochures
- Re-designed company letterhead, business cards, and PowerPoint presentation template with more modern aesthetic, used regularly by all 90+ people within the company
- Provided graphic design support for the Gensco Chronicle, a quarterly industry magazine sent out to 200+ companies in the space which resulted in 24% more leads
- Served as the point person for customer inquiries about graphic design, which in 2 cases increased customer spending by 30%

Aura

Graphic Designer

Seattle, WA | 2017 - 2018

- Created performance-based landing pages, banner ads, and emails which improved the number of leads by 31%
- Worked closely with Social Media team to design motion graphics and animated gifs which improved the number of followers on Instagram by 20%

SKILLS

Adobe Illustrator

Adobe Premiere Pro

Adobe After Effects

Adobe InDesign

Adobe Photoshop

Microsoft Word

Microsoft PowerPoint

Social Media (Facebook, Instagram)

EDUCATION

Carnegie Mellon University

B.F.A.

Visual Arts

2013 - 2017

Pittsburgh, PA

- Built compelling presentation decks, one-pagers and other marketing materials issued regularly by executives to entire company plus potential customers