

Kendal Riley

GRAPHIC DESIGNER

Laguna Beach, Ca

kendal@kendalriley.com

775-544-2274 mobile

My objective is to grow the printables division and enthusiastically contribute to the business goals of any apparel division; utilizing my exceptional artistic skills, creative vision, and my broad-based experience as an apparel graphic designer. I specialize in the creation/production of apparel graphics and prints in all the jr's categories; sportswear, tees, swimwear, activewear and accessories. In addition to creating graphics I am also experienced in trend forecasting and art direction.

GRAPHIC DESIGN AND PRINT EXPERIENCE

TEXTILE + PRINT DESIGNER

UK

Jun 2013 - Jun 2016

FOUND PRINTS

Artistically create and design textile prints; prints created via watercolor, hand drawn illustration, and computer design. Created over 300 prints in 2 years.

FREELANCE APPAREL GRAPHICS

IRVINE

Jan 2016 - Jul 2016

ELEMENT EDED

Creation of apparel graphics and prints for the juniors clothing division.

Graphic Designer Jr's M&D

Irvine, CA
Sep 2009 - 2013

O'Neill Surf Company

- Create appealing, trendy and innovative graphics & prints for all categories in the M&D department; (Tees, Fleece, Sportswear, Swim, Accessories, SMU, Surfer Girls, and O'Neill 365 Active wear)
- Collaborate and communicate with all members of the O'Neill Jr's design team on art requests and uphold the brand's creative standards
- Artistically design all trims packages, hang tags and specialty labels
- Travel quarterly on global shopping/inspiration trips (Europe, NYC, SF & LA)
- Seasonal trend forecasting and art direction for O'Neill printables (Tees, Surfer Girls)
- Art direct, supervise and inspire a freelance artist on a weekly basis as well as art direct, manage and monitor the daily tasks of the graphic design assistant
- Present seasonal art direction and graphics for the Jr's and Surfer Girls tee collections at platform meetings, cad reviews and quarterly Sales Meetings to VP's, Directors and sales force.
- Manage off site press checks and assert all comments, color/art corrections and approvals
- Execute final decisions on production hand-overs for tees seasonally
- Develop tee bodies, attend weekly fittings, and decide upon fabrications, techniques and washes
- Rigorously track the product from start to finish to ensure product integrity, quality control, and brand standards for the printables category each season

Graphic Designer Jr's M&D

Irvine, CA
Apr 2007 - Sep 2009

Billabong

- Artistically designed graphics and prints for all categories in the M&D and SMU department
- Teched and spec'd out all art for the block tee and fleece categories
- Provided Seasonal creative ideas (including tear-sheets, fabrication, techniques) and presented concepts and graphics to directors and sales
- Collaborated with art director, tee merchandisers and apparel vendors, and made design decisions, graphic color comments and approvals
- Shopped New York, San Francisco and L.A. before Spring and Fall seasons

Freelance Graphic Designer

Lakeforest, CA
Dec 2006 - Apr 2007

Sole Technology

- Designed the layout of seasonal catalogs and magazine ads for the brands Es, Emerica and Altamont
- Created global in-store signage and event posters for all brands
- Re-touched over 50 athlete skate photos for Es and Emerica websites
- Collaborated with art director, tee merchandisers and apparel vendors, and made design decisions, graphic color comments and approvals
- Shopped New York, San Francisco and L.A. before Spring and Fall seasons

Education

BFA in Graphic Design

San Diego, CA
Aug 2002 - May 2006

Point Loma Nazarene University

GPA. 3.7 Graduated Cum Laude
ASB-Director of Publicity

Lorenzo de Medici-Art Institute

Study Abroad Fine Art Program

Florence, Italy
Aug 2004 - Dec 2004

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