



📍 LOS ANGELES — NEW YORK

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## DISCIPLINES

- Fine art
- Illustration
- Web design
- Art direction
- Info graphics
- Graphic design
- Package design
- Brand development
- Motion graphics & editing
- Photo manipulation / retouching

## SOFTWARE

- Maya
- Asana
- InDesign
- Illustrator
- Lightroom
- Photoshop
- Premier Pro
- Acrobat Pro
- After Effects
- Apple iWork Suite
- Microsoft Office Suite

## EDUCATION

B.F.A. Media Arts & Animation  
2008 | The Art Institute of Seattle



\*Additional work and references  
available upon request.

# RILEY DICKENS

## CREATIVE DIRECTOR | DESIGNER | ARTIST

*Throughout my personal and professional life I have sought out creative solutions in everyday life. This creative intrigue lead me to do two things; one, dedicate my life to developing as an Artist. And two, find a way to sustain a creative career that pushing the boundaries of design and technology, while growing as a human.*

### Creative Director

NuWatt Lighting Inc. | FEB 2023 - July 2024

- Concept, direct and execute the “NuWatt” brand across all touch-points (website, photography, packaging, blog, social, ad campaigns, UGC, Amazon store and marketing videos.
- Daily departmental tasks, team lead, timelines, budgets, daily meetings and performance goals related to design and marketing strategies.
- Instrumental in a social media "brand voice" development utilizing social influencers, UGC videos, static ads, product videos.
- Marketing campaign KPI reviews, adjustments, A/B strategies, to improve CPC, ROAS, conversion and open rates.
- Sourced and managed outside freelance and creative agency partners.
- Oversaw product photoshoots, styling and post production photo editing.
- Provided mentorship, individually and departmentally, establishing positivity, clear growth and company culture.

### Creative Director / Designer / Consultant

Duro Corporation / NXR Appliances | OCT 2013 - Present | Contract.

- Provide art direction to high-end consumer appliance brand.
- Brand development / implementation. Expand product lines into big-box chains licensed brands, such as Lowes, Costco and The Home Depot globally.
- Package design, website, in-store POS, trade show design and marketing ads.
- Project management — multiple departments, budgets and time lines.
- Director of photography and styling — in studio / on location photoshoots.
- Video producer/director (pre-viz, production and post production).
- Trade show graphics: mailers, digital, environment graphics concept to print.
- Strategize with sales and product development — providing supporting graphics.

### Sr. Graphic / Multimedia Designer

Gibson Overseas Inc. | JUN 2012 - NOV 2013 | Full-Time

- Design on-brand graphic content: in-house and licensed brands, for Gibson Elite, Coca-Cola, Mr. Coffee, Sunbeam, Oster, Target and others.
- Print, digital and web design — POS, marketing assets, ads, package design, environment and trade show design.
- Brand development; conceptual design, logo, packaging, photo style, color stories, photo treatment and brand guides.
- Marketing support; presentations, plan-o-grams, multimedia videos development, ads and 2D /3D design.

### Creative Director | Founder

Riley Dickens Design Group | Established 2008 — On-going

- Multidisciplinary design agency providing all marketing and branded content.

\*More details available on request