

Reilly Webster (CV)

Brand Designer, Visual Designer

Website: <https://www.rw-visualart.com>

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Phone: (510) 816-4160

Address: 275 Fairmount Ave. #8

City: Oakland, CA, USA

Intro, skills

I'm a Branding and Visual Design professional from the SF Bay Area. I have experience creating, developing, and scaling unique and impactful multi-modal Brand Design within in-house, freelance, and agency settings. [View my portfolio](#)

Skills / Brand Identity, Brand Messaging, Brand Strategy, Guidelines & Templates, Graphic Design, Illustration, Layout & Hierarchy, Logos & Icons, Motion Design, Presentation Design, Print Design & Production, Photo & Video Editing, Scaling, Sketching, Prototypes, Typography & Lettering, User Journeys, Visual Identity, Website Design & Publishing, 3D

Technology / Adobe Creative Cloud (Acrobat, Animate, Express, Illustrator, InDesign, Media Encoder, Photoshop, Premiere Pro, XD), AI*, HTML/CSS, Figma, SEO/SEM

Design education

Bachelor of Fine Arts, Graphic Design and Electronic Art

Colorado State University, August 2016 - May 2020

Fort Collins, CO (On-site)

Experience

Rocket Lawyer, Brand and Visual Designer

January 2022 - February 2025 (Full-time)

San Francisco, CA (Hybrid)

- Owned Brand Development across B2B, Enterprise, API, and Benefits areas
- Re-designed API and Benefits landing pages to modernize offering
- Created robust Template Systems; scaled Guides, Editorial Design, Email, Advertising and Sales materials to global audiences (FR, BR, SP, UK, Dutch)
- Art Directed 1000+ Hero Images for Guides, Webpages, and Social Media
- Assisted with scaling and editing assets for Web Publishing (Responsive Design)
- Contributed to Content Messaging and Brand Messaging concepts
- Tested and executed Paid Marketing Design, Display Ads, Performance Ads
- Led research, rebrand, and global GTM of Benefits experience
- Worked creatively within Brand Guidelines
- Developed multi-channel Employer Branding for Recruitment, Training, Retention, and Celebration touchpoints
- Directed B2B and Partnerships Branding; liaised between Content, Product, and Brand Design teams to deliver displays and copywriting within Brand Guidelines, Partnership agreements, and Product Development requirements
- Created dynamic Presentations for Legal Seminars and events
- Designed and scaled 300+ Organic Social Media posts, often with Responsive Video, Animation, and Interaction elements
- Supported Product Design team with Illustration, Logos, Brand Design, and adhering to Brand Guidelines (Watermark, Seal, Iconography, Typography)
- Assisted Email and Growth Marketing teams with B2B2C Promo Spaces, Layouts, and User Journeys

ByReilly.co, Freelance Graphic Designer

May 2020 - January 2022 (Self-employed)

Oakland, CA (Remote)

- Managed the Research, Development, and Launch of >5 Brand Identities
- Communicated Scope, Timeline and Budget with clients
- Created Branded Template Systems for Blogs, Email, Music and Social Media
- Directed Typography, Layout, Messaging for Corporate Presentations
- Made innovative Graphic Designs and Posters for Music Releases and Films
- Designed, produced and promoted Branded Merchandise projects
- Directed Brand Identity featured by Rolling Stone in 2020: "The Future of Music Journalism...Is on TikTok"

Colorado State University, Athletics Dept., Junior Graphic Designer

August 2018 - May 2020 (Part-time)

Fort Collins, CO (On-site)

Rindal & Co., Graphic Design Intern

May 2018 - August 2018 (Internship)

San Francisco, CA (On-site)

Website: <https://www.rindalco.com>

Bonfire Labs, Graphic Design Intern

May 2016 - August 2016 (Internship)

San Francisco, CA (On-site)

Website: <https://www.bonfirelabs.com>

Portfolio

2025 - Reilly Webster: <https://www.rw-visualart.com>

Press

2021 - AlsoCool Magazine, Artist Spotlight: Reilly Webster, "Reilly Webster is an Oakland-based graphic designer and artist, and is the latest artist in our series of spotlights. We first found Reilly through her eye-catching and colorful work on Instagram, and just had to know more about her process and inspirations."

2019 - Ramwire, Career Paths: Reilly Webster, "Reilly has contributed immensely to CSU Athletics' design bandwidth while elevating the overall brand with eye-catching designs, and I can't wait to see what they create next."

References

In-house / shawn@rosenbergerdesign.com

Freelance / hannahmayfilm@gmail.com

Agency / eric@rindalco.com

[reilly-webster-CV.pdf](#)

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*No AI was used in the making of this CV.

Please ask me about technology. Thanks!