



RILEY PEHRSON

Designer | Branding • Merchandise • Packaging

Innovative graphic designer with experience creating logos, apparel, and packaging that strengthen brand recognition, drive merchandise sales, and enhance customer appeal. Skilled in delivering impactful design solutions through freelance commissions and client collaborations.

CONTACT

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EDUCATION

Graphic Design, AAS
College of Dupage
January 2018 - December 2023

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe After Effects
Blender
Canva
Figma
Procreate
Visual Studio Code
Webflow

SKILLS

Art Direction
Logo Design
Visual/Brand Identity
Typography
Illustration
Packaging Design
Merchandise Design
Advertising Design
Social Media Content
HTML & CSS
Infographics
Wireframing
UX/UI Design
Screenprinting
3D Animation

EXPERIENCE

Graphic Designer | February 2023 - August 2025
PGS Gold & Coin | Remote

- Directed multi-channel campaigns across digital signage and print, producing compelling visuals (collages, outdoor displays, brochures, flyers, and event promotions) that boosted engagement and reinforced brand identity.
- Collaborated with leadership to deliver design solutions that consistently met tight deadlines and supported business goals, earning recognition for reliability and creative problem-solving.

Graphic Designer | January 2024 - September 2024
Dismiss Yourself | Remote

- Created standout graphics and packaging (T-shirts, vinyl records, social media campaigns) that elevated brand presence and directly supported successful marketing initiatives, driving stronger audience engagement.
- Partnered with creative team members to optimize layouts and compositions, enhancing visual appeal and increasing the effectiveness of promotional campaigns across print and digital platforms.

Graphic Designer | January 2023 - May 2023
Innovation DuPage | Glen Ellyn, IL

- Ability to work collaboratively with cross-functional teams and manage multiple projects simultaneously, prioritizing tasks to meet deadlines.
- Developed a comprehensive design system and a custom illustrative icon set, which were implemented as a mural installation.
- Strong communication and presentation skills, with the ability to effectively convey design concepts and ideas to stakeholders and team members.