

# PAULA RILEY

Creative Leader.  
Art Director & Graphic Designer.  
Visual Storyteller.

608.438.7141

[paula@paularileydesign.com](mailto:paula@paularileydesign.com)

[www.paularileydesign.com](http://www.paularileydesign.com)

[@paularileydesign](https://www.instagram.com/paularileydesign)

## EDUCATION

### Madison Area Technical College

Associate Degree of Applied Arts  
Graphic Design and Illustration

## SKILLS

Advertising Campaigns  
Cross-Channel Planning & Execution  
Leadership & Mentoring  
Photo Shoot Planning & Art Direction  
Digital & Print  
Editorial Design  
Content Creation  
Illustration Art Direction  
Video, Motion/Animation  
Creative Presentations  
Brainstorming & Collaboration

## HONORS

### Lemonade Stand Cookbook:

Mom's Choice Awards ('17)  
NAPPA ('17)  
IBPA Gold Award ('17)

### American Girl Magazine:

Parents' Choice Silver Honor Award ('15)  
4 AAF Professional ADDY Awards ('08)  
2 AAF Student ADDY Awards ('06-'07)  
Portfolio of Merit ('06)  
Deans List ('05-'06)

## EXPERIENCE

### DULUTH TRADING CO. | BEST MADE CO. | AKHG

Managing Art Director: June 2021-March 2022 | ~1 year

Art Director: July 2017-June 2021 | ~4 years

Leading and mentoring a team of creatives and freelancers. Executing campaigns across multiple channels in both digital and print. Concepting and collaborating with the Creative Directors, Writers and Designers. Lead planning and directing photoshoots in both lifestyle and studio environments, as well as illustrations, video, and motion. Presenting to executive leadership and partners. Overseeing and proofing projects from start to finish.

### PAULA RILEY DESIGN

Freelance Art Director and Graphic Designer: January 2015 - July 2017 | ~2 years

Having made many contacts over the years, I set off on my own to continue working in both publishing and advertising. Most notably working on a few award winning and successful children's books during this time.

### AMERICAN GIRL MAGAZINE | AMERICAN GIRL | MATTEL INC.

Art Director: March 2008 - January 2015 | ~7 years

Responsible for the look and integrity of American Girl's bi-monthly, award-winning children's lifestyle magazine. Ensuring that it fits within American Girl's visual brand family through age appropriate stories, activities, and art – including print, activity books, e-books and online content. Collaborating with the Editor, Writers, and other Art Directors, as well as overseeing children's illustration, studio and lifestyle photography, on-set styling, model talent, and pre- and post-production.

### KENNEDY COMMUNICATIONS ADVERTISING AGENCY

Junior Art Director: June 2007-March 2008 | ~10 mos.

Graphic Designer: March 2007-June 2007 | ~3 mos.

Concepting, art directing, and designing advertising and branding campaigns for a number of real estate and consumer goods clients. Including tackling everything from pitching concepts to editing video, from writing radio commercials to printer proofing.

### AMERICAN GIRL | MATTEL INC.

Graphic Design Intern: May 2006 - March 2007 | ~1 year

Learned the entire catalog process for a premium children's brand. Assisted with planning and designing the monthly print catalog and product photo shoots both in studio and on location.

#### How I would describe my...

#### Leadership Style

advocate  
transparent

#### Work Style

collaborative  
process oriented

#### Creative Style

engaging  
elevated

#### Personal Style

caring  
thoughtful