

REILLY GIERHART

EDUCATION

B.A. in Studio Arts / Graphic Design
Loyola Marymount University, 2020

SKILLS

Adobe Creative Suite
Visual Identity & Branding · Packaging Design
Layout & Typography · Web Design
Social Media Management & Content Creation
Motion Graphics · Creative Direction

Portfolio

WWW.REILLYGIERHART.COM

CONTACT

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SUMMARY

Graphic Designer with 5+ years of experience delivering impactful brand, digital, and print solutions across in-house, agency, and freelance environments. Awarded 'Gold Winner' in Packaging at the 2023 Muse Design Awards.

WORK EXPERIENCE

Marketing Communications Designer

Ernest 2024 – Present

- Own visual design for marketing campaigns and events by shaping creative direction across print, digital, and experiential touchpoints.
- Collaborate directly with C-Suite leaders to create video narratives that highlight company culture, recap events, and boost internal engagement.
- Develop a wide range of social media assets while offering creative and strategic guidance grounded in prior social media management experience.
- Lead intranet web page design, enhancing UX and increasing engagement across internal communication platforms.
- Translate complex ideas into clear, visually consistent marketing content that supports both internal culture and external business goals.

Graphic Designer

Pulse Design Group 2022 – 2024

- Collaborated with clients to deliver comprehensive design solutions including packaging, logos, style guides, and marketing materials, ensuring a cohesive brand image from ideation to launch.
- Played a key role in shaping digital content through web design for clients and Pulse alike, with a notable accomplishment in spearheading the revamp of www.pulse-global.com.
- Managed Pulse's social media accounts, overseeing strategy, content creation, and execution of paid ad campaigns to drive engagement and growth.

Graphic Designer & Social Media Associate

Bümo 2021 – 2022

- Managed Bümo's social media accounts, acquiring a following of 200k on Instagram while overseeing end-to-end responsibilities including content planning, asset creation, copywriting, and data analysis.
- Created engaging motion graphics content across advertisements, TikTok, and IG Reels.
- Designed a wide range of graphic assets, including B2B marketing materials, educational worksheets, printed collateral, and webpages.