



Riley Perdue

rileyperduedesign.com
rileyperduedesign@gmail.com
210 787 6246

Skills

Adobe Creative Cloud / Illustrator, InDesign, After Effects, Photoshop

Front-End Coding / Basic CSS and HTML

Other Softwares / Figma, SketchUp, Canva, Asana, Wrike, Klayvio

Reliable / Good Time Management, Inspired, Constantly Evolving

Experience

BASIS Charter Schools Inc. / Graphic Designer
August 2024–March 2025, Scottsdale, AZ

- Managed and maintained brand identities for multiple entities, including BASIS Charter Schools, BASIS Ed, and BASIS Beginners, while adapting branding for regional markets such as Washington, D.C., and Baton Rouge.
- Organized and reformatted a catalog of 100+ legacy logos, ensuring consistency and modernized branding.
- Experimented with animated social media content and refined digital ad designs to improve engagement.
- Partnered with developers to create web assets that aligned with branding guidelines and improved user experience.

Daxko / Marketing Graphic Design Intern
August 2023–August 2024, Remote

- Assisting in upcoming brand refresh, organizing brand guides for acquired companies to create a singular cohesive brand.
- Creating B2B or B2C marketing media like social posts, event takeaways, presentations to reflect any of the 15 subsidiaries.
- Working with web developers and designers to refresh three SAAS company websites that appeal to different markets.

Lowe's / Cashier and Sales Associate
January 2023–August 2023, Chandler, AZ

- Working with all customers, organizing contractor sales and deliveries, and keeping long-term business relationships.

Education

B.S. in Visual Communication Design / Arizona State University
August 2020–May 2024, Herberger Institute of Design

- 3.9 Final Cumulative GPA
- Graduated with highest honors, Summa Cum Laude

Business Minor / Arizona State University
August 2020–May 2024, W.P. Carey School of Business

- With a focus on Marketing

Awards

Provost's Scholarship Award / Arizona State University
August 2020–May 2024, Herberger Institute of Design

Dean's List / Arizona State University
August 2020–May 2024, Herberger Institute of Design

3rd Place / PSAID Animated GIF Contest
April 2023

Interests

Graphic Design Senior Student Association / Vice President
July 2023–May 2024, Arizona State University Chapter

American Institute of Graphic Arts / Representative
August 2021–May 2023, Arizona State University Chapter