



Corrina Reff

DESIGNER, ART DIRECTOR

Contact

6729 NE Broadway
Portland, OR 97213

RIDDLESTICKS.COM

corrinareff@gmail.com
503.515.4912

- linkedin.com/in/rdlstx
- riddlestickscreative
- @riddlesticks

Education

B.A., GRAPHIC DESIGN

Portland State University
2000 - 2003

SPANISH LANGUAGE & LITERATURE

Universidad de Oviedo, Spain
1999 - 2000

Languages

English

Spanish

Professional Skills

Art Direction // Creative Strategy // Branding // Print Design // Web Design // User Interface Design // User Experience Design // CMS Customization // Packaging // Signage // Handlettering // Adobe Creative Suite

Professional Profile

I thrive on bringing new ideas and a passion for design to every project I'm involved in. I have deep expertise in branding, print and web design. I relish the opportunity to use that experience to help businesses use strategic brand communication and compelling design to make an impact. I believe in the power of creative campaigns to solve difficult problems in profound and delightful ways.

Experience

CO-FOUNDER & ART DIRECTOR // Assembly

May 2014 - Present

I founded Assembly as a collective of creative professionals with a mission to bring top-notch creative talent to businesses and organizations of all sizes. Currently I'm branding a start-up company, designing an online application, creating a suite of print and online materials for an upcoming event and looking forward to the opportunities tomorrow will bring!

ART DIRECTOR // Zoom Creates

September 2006 - May 2014

As Art Director I was responsible for directing all phases of creative work to completion across all channels and media. I lead the creative team in developing brand strategy, visual identities, creative campaigns, websites & online applications for clients in industries ranging from tech to hospitality to non-profit.

- Directed, mentored and inspired a team of brilliant designers while working seamlessly across departments and building consensus with key stakeholders
- Lead the larger creative team to develop new, fresh, integrated creative approaches to each project and initiative
- Managed existing client relationships, acquired new business, wrote proposals, managed agency traffic and schedules, ensured on-time and on-budget completion of all projects

DESIGN EDITOR // Vancouver Business Journal

December 2005 - September 2006

As the Design Editor of the business journal I was responsible for the design and creative direction of the bimonthly journal and quarterly magazines, as well as all advertising and marketing materials. I developed branding and visual systems for the events hosted by the journal and applied these visual systems to print ads, marketing materials, event signage and multi-media presentations.

- Design and layout the bi-monthly newspaper quarterly magazines
- Update and maintain website
- Design all internal marketing materials and event signage and collateral for four major events hosted by the business journal