

Elizabeth C. Ridley

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EDUCATION

California Polytechnic State University,
San Luis Obispo, CA

2025, B.F.A. Art and Design, Cum Laude
Graphic Design Concentration

HONORS & AWARDS

- **Second Place & People's Choice** nationwide in the Paperboard Packaging Alliance's 2025 Student Design Challenge for paperboard packaging design
- **Exhibited** in Cal Poly's 2025 Juried Art Show
- **First place** for "Best Newspaper Spread Design, 2024" statewide by the California College Media Association
- **Featured** in .RAW Magazine, Fall, 2024
- **Selected for and presented** UX design at the 2024 Cal Poly Internal Student Research & Creative Activity Competition
- **First place** for "Best Newspaper Front Page Design, 2023" statewide by the California College Media Association

TECHNICAL SKILLS

- **Adobe Illustrator:** High level proficiency, vector graphics, logo and branding assets
- **Adobe Photoshop:** Photo retouching, mock-ups, and masking
- **Adobe InDesign:** Layout and editorial design
- **Adobe AfterEffects:** Basic animation skills
- **Adobe Fresco and Procreate:** Digital drawing and illustration
- **Figma:** Proficiency in prototyping, app/web development, and user research
- **HTML, CSS, and p5.js:** Basic knowledge of coding and front-end web development

DESIGN SKILLS

- Branding and identity design
- Packaging design
- UX design, user analysis, usability testing
- Typography
- Illustration
- Editorial layout and book design

WORK EXPERIENCE

Design Intern, *Plaid Again Creative Co.*
December, 2025–present

- Worked directly with clients on creating ready-to-use digital and print design within a fast-paced studio environment.
- Built unique brand guidelines for our clients, creating consistent assets for each individual design system.
- Streamlined file organization and tracked billable hours to support efficient project management and timelines.

Graphic Designer, *Cal Poly Associated Students Incorporated*
June, 2023–June, 2025

- Designed comprehensive digital and print marketing systems for campus-wide events, large-scale installations, promotional campaigns, and more across Cal Poly's diverse community.
- Communicated with program directors and exterior print vendors to execute high-budget, high-visibility campaigns i.e. wall installations, vehicle branding, event production, and more.
- Managed multiple projects at a time while meeting strict deadlines.
- Collaborated closely with co-designers, marketing strategists, and photographers to shape cohesive and polished projects.

Senior Graphic Designer, *Mustang News*
September, 2024–June, 2025

- Led design direction for Cal Poly's award-winning news organization for assigned web, print, and social stories.
- Increased my visual output while maintaining high-quality artwork under time-sensitive projects' publishing cycles.
- Translated complex ideas and articles into clear, visually compelling designs in collaboration with journalists.

Graphic Designer, *Mustang News*
February, 2023–September, 2024

- Designed and laid out monthly print newspapers and magazines, aligning with our publication's visual identity.
- Produced engaging graphics for weekly stories across web and social media platforms to enhance reader engagement.
- Collaborated regularly with reporters, editors, and photographers, maintaining consistency and visual clarity.

Freelance Graphic Designer, *Liz Ridley Design Co.*
September, 2022–present

- *Shaws Candy, San Francisco:* Social media & email marketing
- *Sunset Benefits Insurance, Claremont:* Logo and branding design
- *Cal Poly Club Beach Volleyball, San Luis Obispo:* Merchandise design and production coordination
- *Del's Pizzeria, Pismo Beach:* Illustrated and designed kids' menu
- *Lazy "R" Ranch, Humboldt:* Packaging design for artisanal jam line