

Rylee Clifford

PORTFOLIO

rcdesigned.com

Check out my work!

EDUCATION

Bachelor of Arts | Visual Communications

University of South Carolina
May 2025

AWARDS

American Advertising Awards

Silver in Animation, 2025

AEJMC Awards

Silver in Visual Communications,
2025

American Advertising Awards

Gold in Animation, 2024

SUMMARY

Strategic Brand and Web Designer specializing in cohesive visual identities and engaging user experiences. Collaborates with teams and clients to define visual direction and deliver thoughtful design solutions across print and digital platforms.

EXPERIENCE

Website Designer | Townsquare Interactive

Charlotte, NC | Dec 2025 - Feb 2026

Designed and launched high-performing websites for small businesses nationwide
Built full website layouts from blank frameworks, including structure, visual design, and content organization

Redesigned outdated sites to improve usability, visual hierarchy, and conversion flow
Optimized on-page SEO through keyword strategy, metadata refinement, internal linking, and AI-assisted content enhancements

Embedded third-party integrations, including Google Maps and Facebook feeds
Edited HTML and CSS in developer mode to ensure responsive functionality
Completed approximately one website per day while maintaining quality and performance standards

Brand Designer | S&K Tea and Coffee

Columbia, SC | Jul 2025 - Aug 2025

Collaborated directly with the client to redefine brand positioning and visual identity
Designed logo system, refined color palette, and selected strategic typography pairings

Created branded packaging mockups and marketing collateral
Delivered a comprehensive rebrand package aligned with target audience and business goals

UI/UX Designer | Sip & Savor Wine Pairing

Columbia, SC | Feb 2025 - May 2025

Led the complete product design process from research and concept development to interactive prototype

Developed brand identity, UX strategy, wireframes, and high-fidelity UI designs
Conducted user research and applied insights to improve navigation clarity and user flow

Designed a functional prototype demonstrating intuitive pairing features and streamlined onboarding

Graphic Designer | Azure Authentic Gold Jewelry

Columbia, SC | Aug 2024 - Nov 2024

Created full brand identity including logo system, typography, and color direction
Designed luxury packaging including product boxes, shopping bags, and thank you inserts

Developed social media graphics to support product launches and brand growth
Established cohesive brand visuals across digital and print touchpoints

Contact Me!

 (570) 573-1437

 ryleecifford25@gmail.com

 linkedin.com/in/rylee-clifford

