

PRISCILLA RIOS

LEAD DESIGNER / ART DIRECTION / BRAND SYSTEMS

NEW YORK, NY

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// PROFILE

Multidisciplinary lead designer and creative storyteller with 8+ years of experience building brand systems, employee engagement campaigns, editorial communications, and digital experiences. I connect cultural insight, audience psychology, and strategic clarity to create work people understand, remember, and believe in.

8+
YEARS EXPERIENCE

6+
ENTERPRISE BRANDS

12 MO
PROMOTION TO LEAD

Selected enterprise work remains confidential under NDA and is available for discussion during interviews where appropriate.

// EXPERIENCE

INDEPENDENT / FREELANCE DESIGNER & CREATIVE DIRECTOR

2022 - PRESENT / NEW YORK

- Lead brand strategy, creative direction, identity systems, packaging, and digital experiences for founder-led organizations across hospitality, lifestyle, nonprofit, and cultural sectors.
- Guide engagements from positioning and concept development through identity systems, UX/UI, art direction, motion, and production-ready launch assets.
- Turn early-stage ideas into distinctive, scalable brand worlds with clear visual systems, compelling storytelling, and cohesive touchpoints across print, digital, social, and environmental experiences.

INTEGRAL / LEAD DESIGNER

2020 - PRESENT / NEW YORK

- Lead visual storytelling and design strategy for national and global organizations, including Ralph Lauren, AmeriHealth Caritas, Nike, Estee Lauder, Lam Research, and Page Society.
- Build enterprise communication systems and employee engagement campaigns that translate complex ideas into clear, human, and behavior-shaping experiences.
- Lead Integral's AI adoption task force, integrating emerging tools into the design practice while protecting cultural context, strategic judgment, and human perspective.
- Designed Page Society's Guide to Culture, an industry resource for communications leaders and practitioners.

INTEGRAL / GRAPHIC DESIGN INTERN

2019 - 2020 / NEW YORK

- Led the agency's rebrand and created a flexible visual identity across digital, presentation, editorial, and marketing touchpoints.
- Promoted to Lead Designer within one year based on creative contribution, initiative, and strategic thinking.

NEW YORK ROAD RUNNERS / DESIGN INTERN

2018 - 2019 / NEW YORK

- Designed campaign assets, event branding, and promotional materials supporting racing events and participant experiences across New York City.

// CORE STRENGTHS

- Brand Strategy & Identity
- Employee Engagement
- Internal Communications
- Creative Direction
- Digital Experiences
- Editorial & Information Design
- Motion Design
- Team Leadership
- AI-Integrated Creative Workflows

// TOOLS

Adobe Creative Suite
Photoshop / Illustrator / InDesign /
After Effects
Figma / AI creative tools

// EDUCATION

BS / 2020

Communication Design
New York City College of Technology,
CUNY

// RECOGNITION

RAGAN AWARDS

Best Employee Communications
Design
Lam Research Pride Month Campaign

// COMMUNITY

COTORREO

Brand Identity Designer
Built the nonprofit's identity system
around the visual traditions of Latin
America and the Caribbean.

CUNY CITY TECH

Portfolio Reviewer / Curriculum
Contributor
Mentor design students and support
curriculum development for an
AI-shaped profession.

// LANGUAGES

English / Spanish
Bilingual