REYN PADILLA

VISUAL DESIGNER

Portfolio: reynpadilla.com │ Contact: reynpadilla@gmail.com │ San Jose, CA

WORK EXPERIENCE

Environmental Graphic Designer (Studio Graphic Designer)

Priority Architectural Graphics, San Francisco & Redwood City │ May 2022 - May 2025

- Developed comprehensive visual identity systems for interior and exterior environments, including ADA signage, directories, wall graphics, channel letters, and illuminated signs for high-traffic areas
- Translated design concepts into production-ready fabrication drawings, ensuring precise specifications, material accuracy and manufacturability
- Produced 100+ signage and brand submittal packages across Silicon Valley building developments, supporting fast-paced, high-volume projects
- Created city and state-compliant sign programs and complex wayfinding systems throughout San Francisco, Oakland and the Peninsula, ensuring adherence to ADA, CBC, and accessibility standards
- Cultivated and maintained company brand by designing cohesive suite of marketing assets, including brochures, catalogs, digital newsletters, and website assets, improving brand consistency across all platforms
- Designed a catalog of modular sign family systems for multi-family housing, standardizing layout, materials, and color palettes, streamlining client-decision making and reducing design lead times
- Collaborated with designers, clients, project managers, production and installation teams to guide projects from initial concept through in-house fabrication, ensuring alignment with client goals
- Created production-ready files and coordinated with fabrication teams for in-house manufacturing
- Produced sign location plans and message schedules, ensuring precise placement and compliance

Center Associate (Graphic Design Specialist)

UPS Store, San Jose │ Sep 2019 - Dec 2021

- Executed design services for print and digital marketing assets, ensuring high-quality production of brochures, flyers, business cards and other promotional materials

SKILLS

Core Competencies

Brand Identity & Visual Systems │ Typography & Layout │ Information Architecture │ UI Design
Technical Design & Drafting │ Illustration & Photography

Software Expertise

Adobe Creative Suite │ Illustrator │ Photoshop │ Indesign │ After Effects │ XD │ Figma │ Canva │ Corel
Procreate │ MS Office

EDUCATION

BA in Design Studies (Specialization in Graphic Design)

San Jose State University │ Sep 2017 - May 2021