

REYN PADILLA

VISUAL DESIGNER

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408-693-6293
San Jose, CA

SUMMARY

Visual designer with experience creating brand systems, environmental graphics, and production-ready marketing assets that bring clarity and consistency across print, digital, and built environments, with growing focus on UI design.

EXPERIENCE

Environmental Graphic Designer / Studio Graphic Designer *May 2022 – May 2025*

Priority Architectural Graphics · San Francisco & Redwood City, CA

- Developed visual identity systems for branded environments, translating brand guidelines into cohesive signage, wayfinding, environmental graphics, and spatial experiences.
- Designed marketing and brand collateral including brochures, catalogs, newsletters, presentations, and website graphics, ensuring consistent visual communication across print and digital touchpoints.
- Led the design and development of sign family collections for multi-family housing projects, then designed catalogs and brochures showcasing system options, specifications, and real-world photography for client review.
- Produced production-ready fabrication drawings and coordinated specifications to ensure accurate, manufacturable design files.
- Managed 100+ signage and brand submittal packages while collaborating with clients, project managers, production, and installation teams from design concept through fabrication.
- Created city- and state-compliant wayfinding and sign programs across San Francisco, Oakland, and the Peninsula, balancing accessibility requirements with clear visual communication.

Graphic Designer / Center Associate *Sep 2019 – Dec 2021*

The UPS Store · San Jose, CA

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

SKILLS

Competencies Brand Identity & Visual Systems · Typography & Layout · Logo Design · Information Architecture
Technical Design & Drafting · Illustration & Photography · UI Design · HTML & CSS

Software Adobe Creative Suite · Express · Illustrator · Photoshop · InDesign · After Effects · Figma · Canva
Affinity · Procreate · MS Office

EDUCATION

San Jose State University *2021*

BA in Design Studies · Specialization in Graphic Design