

PATRICK O'REILLY

CREATIVE DIRECTION | DESIGN | ILLUSTRATION



EMAIL: patrickor24@gmail.com

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EDUCATION

University of Southern California

BFA in Graphic Design

Loyola High School

Diploma

SKILLS

Adobe Creative Suite

After Effects, Illustrator, InDesign, Lightroom, Photoshop, Premiere, Figma

Art

Illustration, Acrylic Painting, Screen printing

Design

Brand Identity & Visual Systems, Logo Development, Poster & Print Design, Typography & Layout Design

EXPERIENCE

Los Angeles Chargers | Lead Designer

Sep 2024 – Present | Los Angeles

- Led design direction for the Chargers' visual branding across digital, print, social, merchandise, and game presentation.
- Directed creative for the team's campaigns and major events including the new alternate uniform campaign (design, photo direction), themed games, NFL campaigns, Draft, Training Camp, and Hall of Fame ceremonies.
- Oversaw product deliverables and production and developed extensive merchandise collections for the team store, online, and campaign launches.
- Lead the NFL Local Collab Program, building co-branded collections with LA brands including Crenshaw Skate Club and Seen.
- Collaborated with marketing, partnerships, social, video, community, football operations and game presentation teams to deliver graphics for social media, ticketing, signage, giveaways, and in-stadium content for SoFi Stadium's Infinity Screen, the largest video board in professional sports.
- Managed workflows, file systems and served as the primary creative point of contact across departments, filtering briefs and maintaining brand consistency.

Erewhon Market | Lead Designer

May 2022 – Mar 2023 | Los Angeles

- Creative assistance in fashion design concepts that represent Erewhon Market's vision. Executed designs and illustrative graphics for periodical clothing collections featured across LA's leading health and lifestyle brand.

Cherry Los Angeles | Lead Designer

Feb 2022 – Mar 2023 | Los Angeles

- Designed and illustrated graphics for Cherry Los Angeles' SS and FW collections, contributing visual direction for a streetwear label embraced by major celebrities and fashion media. Produced a range of technical designs from color separation to tech packs and product shots to social media graphics.

Steven Harrington's Studio | Fine Art Assistant

June 2021 – Jan 2022 | Chinatown Los Angeles

- Worked on large-scale canvases, assisted in developing designs for prints and merchandise, and edited social media videos for renowned LA contemporary pop artist Steven Harrington. Supported collaborations with brands including HUF, Bombay Sapphire, and Crocs, and oversaw the installation of pieces at galleries across the U.S. and at an international exhibition in Seoul, South Korea.

DoLab & Lightning in a Bottle | Designer

Jan 2020 – Mar 2020 | Los Angeles

- Designed graphic and marketing materials for one of California's leading music and arts festivals attracting over 25,000 attendees annually. Created environmental designs, stage visuals, and merchandise for the event's website, YouTube, and social media platforms.