

PATRICK O'REILLY

CREATIVE DIRECTION | DESIGN | ILLUSTRATION



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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

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, merchandise, and game presentation.
- Directed creative for the team's new "throw-back" uniforms (design and photoshoots), themed games, NFL campaigns, digital platforms (app/website), and major events including Draft, Training Camp, and Hall of Fame ceremonies.
- Oversaw production deliverables and developed extensive merchandise collections for the Team Store and campaign launches.
- Collaborated with marketing, partnerships, social, video, 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 organization, and naming conventions to ensure design consistency across all platforms.

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.