

# RISA KNIGHT

ART DIRECTOR • GRAPHIC DESIGNER • PHOTOGRAPHER

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## EDUCATION

- 2011**      **BACHELOR OF SCIENCE // GRAPHIC DESIGN**  
**California State University, Sacramento**  
Highly sought and impacted courses focused on data-driven design implementation.
- 2006**      **HIGH SCHOOL DIPLOMA**  
**Rocklin High, California**

## EXPERIENCE

- 2021 - 2024**    **WEATHERLIGHT MEDIA**  
**Art Director & Marketing Consultant**  
Created business' brand identity and systems including the logo, website, and style guide. Maintained, managed, and created content for multiple clients' social media accounts. I also played an essential role as the in-house marketing consultant.
- 2022**      **COLLEGE OF CONTINUING ED., SACRAMENTO STATE**  
**Marketing Consultant**  
Review and train new staff on style guides and appropriate use of design files. Review the website to ensure ADA compliance. Lend expertise and resources to benefit course campaigns.
- 2020**      **CALIFORNIA STATE UNIVERSITY, SACRAMENTO**  
**Graphic Designer III**  
Developed and maintained design systems. Worked independently with order intake forms and oversaw daily production tasks. Led direction and oversaw content creation for campus-wide COVID-19 safety signage.
- 2017 - 2019**    **THE SEED GROUP (KOLAS)**  
**Photography Director**  
Managed models for photo shoots, and created product photography. Photographer for sponsored events (Aftershock Music Festival, and This916 Block Party), merchandising for nine stores. I also supported the Art Director's graphic design needs as required.
- 2010 - 2017**    **COLLEGE OF CONTINUING ED., SACRAMENTO STATE**  
**Graphic Designer I**  
Web graphics for online learning programs, and internal team branding. Specialized in print materials for course programs. Designed and typeset fact sheets, and brochures. Chair of the College's Social Media Team.

## SKILLS & ACCOMPLISHMENTS

Photoshop	Brand Identity Systems
Illustrator	Social Marketing
InDesign	Web & Print Layout
Lightroom	Production Process
Typography	Marketing & Budgets

- Published by Vogue Italia (2020)
- Aftershock Festival Photog (2018-19)
- This916 Event Photographer (2018-19)
- Farm to Fork Photographer (2018-19)
- First Fest Photographer (2017)
- National Silver Design Award, UPCEA (2015)

## SOCIAL MEDIA EXPERIENCE

- **Social Media Management,** Dos Coyotes (2021-2023)
- **Social Media Management,** Matheson Inc. (2021-2023)
- **Social Media Management,** Weatherlight Media (2021-2023)
- **Social Media Event Photography,** Touchstone Brewing (2023)
- **Social Media Ads & Graphics,** Kolas (2017-2019)
- **Social Media Team Chair,** Sac State's CCE (2015-16)

## REFERENCES

### Taylor McMahon

Creative Director / Weatherlight Media  
T: 916 320 8863  
E: tmcMahon@weatherlightmedia.com

### Laura Lockett

University Print Director / CSU Sacramento  
T: 916 278 6198  
E: universityprint@csus.edu