

# Phil Weasley

CREATIVE DIRECTOR · BRAND IDENTITY & WEB DESIGN · ILLUSTRATION

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## SUMMARY

Creative director who builds brands from the logo up: identity systems, typography, color, photography direction, and web design. Manages cross-functional teams of up to 15, art-directing each project and partnering directly with clients. Also a published illustrator and book designer, and Adjunct Professor of graphic design and illustration at CCAD.

## CAREER HIGHLIGHTS

Designed 33 ground-up brand identities and websites start to finish since 2025 for retail clients across the U.S. and Canada; part of 70+ retail sites worked on since 2022.

Post-launch performance compared with the preceding 30 days (90 at Willis Furniture): engagement time more than doubled at Critelli Modern (+114%); visitors from search rose 68.6% at Giorgi Bros.; Google search impressions rose 135.7% at Andrews Furniture; visits ran 40.7% longer at Willis.

Art-directed and illustrated *Coalescence: A Holiday Collection* (Signe-ture Publishing, 2025), designing the typography and book layout that tie its seasonal stories into one visual identity; one of four published book and tabletop-game titles.

Develop designers on the job and in the classroom: mentor junior designers at R&A, and as CCAD faculty lead guided a Design Concepts I student team to a 2025 ADDY Award.

## EXPERIENCE

**Web Creative Director**, R&A Marketing · Columbus, OH

2022–Present

- Manage a cross-functional team of up to 15 designers, developers, and website coordinators, including hiring and performance reviews; set the creative vision and lead critique and revision rounds.
- Develop brand identities through visual research, moodboard exploration, and detailed sketches or mockups; establish guidelines that carry the creative direction through production.
- Partner with each client from onboarding through launch and beyond: lead kickoff calls and brand questionnaires, present and defend design decisions, and run post-launch reviews; manage how finished work is presented internally and externally.
- Design custom layouts, graphics, and UI/UX, bringing the grid, hierarchy, and typographic care of publication design to responsive web.
- Led two custom features from UX research and analysis through interface design, now live on several client sites: an interactive furniture room planner and a promotional-banner system for campaign creative.
- Use AI for site performance audits and to build custom WordPress plugins for clients and their customers.
- **Giorgi Bros. Furniture:** built a brand system on the family showroom's history (since 1933) and hands-on service, and turned the owner's "radically simplify" brief into a less-is-more look with generous white space and a 7-item navigation, down from 30+. Launched in 45 days. [CASE STUDY](#) →
- **Critelli Modern:** gave the contemporary sister store its own identity beside a heritage flagship: the line "Modern style, within reach," a Savvy Designer persona, a Geologica and Roboto type pairing, a slate-and-grey palette, and a homepage led by its top categories. [CASE STUDY](#) →

**Adjunct Professor**, Columbus College of Art & Design · Columbus, OH

2022–Present

- Develop emerging designers through critique and portfolio reviews in foundations and upper-level graphic design and illustration courses.
- Developed foundations-level drawing and graphic design courses; earlier taught community art courses as Instructor (2019–2020).

**Founder & Principal**, Weasley Studios · Illustration & Art Direction

2013–Present

- Art direction, illustration, and book layout for four published titles: *Coalescence* (Signe-ture Publishing, 2025) and the tabletop games *Manor of Dread*, *Cities of Myth*, and *Wennen*.
- Character design and visual development for *Adventures of Rosemary Bunny and Kat Epieces*, a children's book series in development (PERL Publishing). [ILLUSTRATION WORK](#) →

## EARLIER EXPERIENCE

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**Graphic Designer & Marketer (contract)**, BBCO Architecture · Columbus, OH

2021–2022

**Lead Designer & Fabricator**, Fabric Farms Interiors · Columbus, OH

2021–2022

**Studio Artist**, Brick Box Studios · Columbus, OH

2020–2021

**Administrative Assistant to the Chair**, Columbus College of Art & Design

2016–2018

**Client Success Manager, Advertising Design & Sales**, Angie's List · Indianapolis, IN

2012–2014

**Illustrator & Graphic Designer (intern/part-time)**, Gallery Go · Remote

2012–2014

## EDUCATION

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**MFA, New Projects**, Columbus College of Art & Design; focus: creative direction and hands-on production of immersive digital media projects**BA, Graphic Design & Media Arts**, cum laude, Southern New Hampshire University**Certificate of College Art Instruction**, Columbus College of Art & Design

## RECOGNITION

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**Professional Artist Grants**, Greater Columbus Arts Council

2023, 2024

**Artist Residency**, A.I.R.GENTUM · Seville, Spain

2019

**Exhibitions & press:** shown in the U.S. and Spain, including the Evansville Museum and The Barrett Art Center; covered in *The Columbus Dispatch*

## SKILLS

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**Brand & creative direction:** brand strategy and identity systems, art direction, photography direction, brand voice and messaging, design systems**Design:** typography, grid and layout, editorial and book design, web and UI/UX design, UX research and analysis, wireframes and mockups**Illustration:** traditional and digital illustration, concept art, character design, visual development, painting (oil, encaustic, watercolor, acrylic)**Tools:** Figma; Adobe InDesign, Illustrator, and Photoshop; Ziflow; WordPress, Elementor, and WooCommerce; GA4; AI tools for site audits and plugin development**Leadership:** team management and hiring, client partnership and presentations, mentoring and critique, project management, curriculum design, grant writing