

Ariana Velazquez

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Education

2014 – 2018

George Mason University

Bachelor of Arts

Graphic Design 3.87 GPA

Skills

Programs: Adobe Illustrator, Photoshop, AfterEffects, Premiere Pro, InDesign, Lightroom, Sketch, InVision, Webflow, Figma, Procreate

Additional Skills: Prototyping, UX/UI, HTML, HTML5 & CSS, Photography, Photo Retouching, Illustration, Painting, Strong Presentation Skills, Typographic Skills, SEO (Google Analytics)

Languages: English (Native), Spanish (Advanced), Portuguese (Intermediate)

*US citizen, will require visa sponsorship overseas.

Experience

Goddess Council Remote

Creative Director 2019 – Present

- Created and conceptualized entire rebrand of the Goddess Council identity
- Reviews posts created by the Social Media Manager and controls all Goddess Council branded material ranging from digital content to merchandise
- Assists in developing pitch presentations to investors, currently amassing over 30k in grants and awards

REQ Washington D.C

Junior Graphic Designer 2019 – 2021

- Led and created on-brand print and digital design pitch work from brief to prototype for a billion-dollar tech company that landed REQ as a top two finalist
- Collaborated with the Art Director to ideate and execute a user centered multi-city campaign and landing pages launched across the West Coast
- Delivered a wide range of services from digital advertising, animation, social media content creation, and UX/UI design for clients across multiple industries

Design Apprentice 2019

- Collaborated with the Creative Director to launch a visual identity in the first month
- Created GIFS, motion graphics, illustrations, email templates, and display ads for brands in the airline, publishing, and beauty industries
- Presented innovative concepts and in-depth presentations explaining process and design rationale to clients and the REQ team

George Mason University Fairfax, Virginia

Graphic Designer & Photographer 2015 – 2018

- Planned various digital content strategies for web, email, and social
- Designed digital and print collateral to display across GMU recreation facilities
- Photographed Mason Recreation events and edited photos for web and social

Artemis Ward Washington D.C.

Graphic Design Intern Fall 2017

- Communicated with lead designers to create content for various client social media accounts
- Multitasked in a fast-paced agency environment to produce high-quality designs and meet tight deadlines in a detail-oriented manner
- Assisted in tracking social media analytics and composing detailed client-facing weekly reports

NBCUniversal New York, New York

Digital Media Intern Summer 2017

- Designed, coded, and animated web banners for clients such as: McDonald's, Dunkin Donuts, and Nike to be displayed on NBCNews websites
- Shadowed and collaborated with lead designers to understand the digital design process from concept to delivery