

ARIADNE WILLIS

GRAPHIC DESIGNER + CREATIVE DIRECTOR

EDUCATION

UNIVERSITY OF TEXAS AT EL PASO (UTEP)

- Bachelor Of Fine Arts, Graphic Design/Printmaking
- Master of Interdisciplinary Studies, Communication/Gender Studies

WORK EXPERIENCE

NOVAMEX, Graphic Design Coordinator (March 2018-Present)

- Design, develop and conceptualize campaigns with strong understanding of branding and style guidelines for national and international brands including Jarritos, Sangría Señorial, Mundet, and Mineragua.
- Manage projects by coordinating company-wide design requests, assigns them to a team of 3 graphic designers and provides them with support throughout completion of project.
- Provide creative direction to my team, marketing department, and external agencies for special projects and brand development.
- Collaborate closely with brand managers, digital team, and other internal departments, and communicate effectively with vendors and external agencies.
- Work within tight timelines to deliver finished, high-quality designs on time, producing over 75 projects per month. Especializing in packaging, tray, and label design.

FREELANCE, Graphic Designer, Branding Strategist (2013-Present)

- Provides graphic design and consulting services to advertising/marketing agencies, restaurants, breweries, health and wellness, and startup companies, among others.

YWCA EL PASO DEL NORTE REGION, Graphic Designer (Aug. 2017-March 2018)

- Designed promotional materials like posters, programs, social media content, shirts, and signage, among others, for events and organization's community programs.

TRIPLE A RESTAURANT GROUP, Graphic Designer & Marketing Coordinator (Sept. 2015-July 2017)

- Coordinated, designed and executed advertising campaigns for Cafe Central, Cafe Grille, Famous Dave's BBQ, and West Texas Chophouse.
- Created content for Facebook and Instagram, including copywriting, event coverage, photography, as well as social media and community management.
- Managed marketing and public relations efforts including event coordination, media relations, and managing promotional materials and restaurant menus.

EL PASO MAIL & PRINT, Graphic Designer, Prepress (Nov. 2014-Sept. 2015)

- Designed materials for over 10 accounts and prepared files for print, with strong knowledge of different file formats, color systems, paper sizes, weights, and stocks.

AWARDS

- American Inhouse Design Award, GD USA (2021), Packaging- art direction
- American Inhouse Design Award, GD USA (2020), Packaging- graphic design
- Outstanding Feminist Public Art MA Thesis Project, UTEP (2016)
- Associated College Press, Design of the Year Award (2012), Illustration

SOFTWARE

- Adobe Creative Suite: **Ai Ps Id**
- Adobe Stock, Adobe Fonts, Adobe Libraries
- Procreate Software
- Proficient use of Macintosh and PC platforms
- Microsoft: Word, Power Point, Excel

SKILLS

- Project Management
- Creative Direction
- Editorial Design
- Packaging
- Product Labeling
- Typography + Lettering
- Branding
- Conceptualization + Ideation
- Traditional + Digital Advertising
- Print knowledge
- Copywriting
- Social Media Management
- Attention to Detail
- Deadline-Oriented
- Bilingual (English, Spanish)
- Teamwork
- Time Management
- Reliability
- Creative Thinking
- Problem-Solving
- Leadership

Dedicated and innovative graphic designer with over 10 years of experience, specializing in packaging design and branding.

Eager to bring passion and creativity to help clients have a memorable, yet functional image that is easily recognizable by their audience.