

ARIADNE WILLIS

GRAPHIC DESIGNER + CREATIVE DIRECTOR

EDUCATION

UNIVERSITY OF TEXAS AT EL PASO (UTEP)

- Bachelor Of Fine Arts, Graphic Design/Printmaking (2013)
- Master of Interdisciplinary Studies, Communication/Gender Studies (2016)

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, assign them to a team of 5 graphic designers and provide them with support throughout completion of project.
- Provide creative direction to graphic design team, marketing department, and external agencies for special projects, collaborations, 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 high-quality designs on time, producing over 75 projects per month.
- Develop and execute art files for packaging, trays, and labels that are FDA-compliant, for various brands including Jarritos, Sangría Señorial, Mundet, and Mineragua.

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

- Provides graphic design and consulting services to advertising and marketing agencies, restaurants, breweries, health and wellness studios, 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.