

ARIADNE WILLIS

GRAPHIC DESIGNER

EDUCATION

- UNIVERSITY OF TEXAS AT EL PASO
 - Bachelor Of Fine Arts, 2013
(Graphic Design/Printmaking)
 - Master of Interdisciplinary Studies, 2016
(Communication/Gender Studies)

WORK EXPERIENCE

- NOVAMEX, Graphic Design Coordinator
Designs and coordinates campaigns for Jarritos, Sangría Señorial, Sidral Mundet, and Mineragua, among other brands. Designs include posters, display solutions, premiums, social media content, packaging, and product labels, among others.
March 2018-Present
- YWCA EL PASO, Graphic Designer
Designed promotional materials (posters, programs, social media content, and signage, among others) for events and community programs.
August 2017-March 2018
- TRIPLE A GROUP, Graphic Designer
Designed and coordinated advertising campaigns for Cafe Central, Cafe Grille, Famous Dave's BBQ, and West TX Chophouse.
September 2015-July 2017

SOFTWARE

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

SKILLS

- Editorial Design
- Packaging
- Traditional Advertising
- Digital Advertising
- Copywriting
- Social Media Management
- Campaign Conceptualization
- Project Management
- Bilingual (English, Spanish)
- Teamworker
- Time management
- Reliable
- Creative thinker
- Problem-solver