



Ariel Romero

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Skills

+ Proficiency

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe Premiere
Adobe AfterEffects

— Aware

HTML5
CSS
Adobe Lightroom
Maya
Blender

● Personal

Collaborative
Creative
Leadership
Optimistic
Problem Solving
Strong Work ethic
Writing

▶ Languages

Spanish
English

Education

University of Arkansas
2012- 2017
Bachelor of Arts-
Emphasis in Graphic Design
Cum Laude

University of Arkansas
2017- current
Master's in Communication

Experience

Graphic Designer and PR Assistant, University Libraries (*Aug. 2017- present*)

Upon starting graduate school, my position as graphic designer for University Libraries transitioned into a GA-ship that expanded my duties as a graphic designer to include more communication work. My responsibilities include designing both print and digital institutional materials. This ranges from development brochures to something as simple as signage for exhibits. I am responsible for printing and cutting a majority of the designs in-house with a large-format printer. Additionally, I write press releases, blog posts, and articles for on-campus publications. In this role, I have the opportunity to engage with other communicators around campus and learn more about communication standards and the press.

Visual Design Intern, Global Campus (*Nov. 2016- Aug. 2017*)

Design work included making digital banners for websites, designing and editing layouts for print materials such as instructional booklets, proofing and editing text, and animations for online class. Many of the projects involved working with teams and required consistent collaboration with the creative director, professors and other team members. Additionally as part of my internship, I spent quite a bit of time learning about animation, and animation software including Maya, and Blender.

Graphic Designer, University Libraries (*May 2016- Aug. 2017*)

As an in-house designer for University Libraries, my duties included designing and editing digital and print communication material for University Libraries and its affiliates, all the while maintaining the highest standard for design and following University of Arkansas regulations. This involved working with various groups and teams branches within the library system that needed either promotional materials, event identities, brochures, posters, display materials, print and digital advertisement, website banners, and even social media graphics. Projects often stressed strict deadlines, and occasionally required quick a turnover of materials.

Graphic Designer, Freelance (*2014- 2017*)

As a freelance designer, I primarily worked on print material for friends and groups on campus. Most of my work included brochures, and t-shirt designs.