

# Arianna Rose O'Malley

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Password: CaseStudies2021

## Education

Pratt Institute, 2017

**BFA Communications Design:  
Graphic Design**

Delaware College of  
Art and Design, 2014

**Associate of Arts:  
Graphic Design**

## Skills

### Adobe Creative Cloud:

Photoshop, Illustrator, InDesign,  
After Effects, Experience Design,  
Lightroom, Dimension

### Other Programs:

Axure RP, Microsoft Office, Sketch,  
Invision, Basic HTML/CSS, Rhino

### Software RIP:

Roland VersaWorks,  
ONYX Production House

### Printing Equipment:

Canon C60 Proofer  
Canon ProGraf 6350, 8300  
HP LaserJet 9050,  
Enterprise M806  
HP Z3200 Fine Art Photo  
Roland Versa UV 540

### Press Operating Skills:

Letterpress, Embossing, Foil, Die  
Cut, Varnish, and Silkscreening

## Shows

Delaware Museum of  
Natural History, 2014

**Natures Bounty:  
Nature Inspired Art**  
Sculpture exhibit.

Integrated designer who loves a creative challenge, looking to enrich both the business and its clientele through effective visual solutions.

## Qualifications

**Agile multitasker**, able to bring simultaneous graphic design projects to completion with efficiency and accuracy.

**Diligent researcher** with extensive knowledge in multimedia marketing and print design.

**Adaptable independent worker** with excellent collaborative and interpersonal skills.

**Fast learner**, always up to date with web and print technologies.

## Experience

### Coffeeface - Arianna O'Malley Designs, Brand Identity Designer, 2020

- Developed and executed a cohesive message that ties together company values, strategy, position in the market, target audience, and brand visuals.

### Clinique - Gradient Experiential, Graphic Designer, 2019

- Curated 70+ clean and meticulous graphics for an experiential immersion focused on dermatologist heritage, product development, and Clinique's Clean Philosophy for 30 influencers in Estee Lauder Laboratories.

### Clinique x TMall - Gradient Experiential, Graphic Designer, 2019

- Designed production files and mockups showcasing a "New York" moment with branded water taxis and taxi pedestals for product display.  
- Brand-day content was selected as the best of the year by the mega-retailer.

### Beam Suntory - Gradient Experiential, Graphic Designer, 2019

- Constructed ~75 menus and signage to entertain over 4,000 guests' bourbon knowledge through the personalities and stories of the four #BourbonLegends; **Jim Beam, Basil Hayden's, Maker's Mark, & Knob Creek**.  
- 30% increased attendance vs 2018 average and stellar guest sentiments.

### Carmax - FCB New York, Brand Designer, 2019

- Built a brand identity system including logo, color, type, and full style guide.  
- Created adlobs, digital/print OOH billboards, Facebook and Instagram posts.

### Suave - Unilever, Graphic Designer, 2019

- Constructed multiple instagram posts based on current events and trends.

### Ford - UniWorld Group, Digital Designer, 2018

- Created banner ads and CRM email blasts for our client, Ford, which featured the new F-150 at famous locations in African American history.