

Arianna Rose O'Malley

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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:

Microsoft Office, Sketch,
Invision, Figma

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

Nature's 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 & experiential solutions.

Qualifications

Agile multitasker, able to bring simultaneous 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 digital and print technologies.

Experience

Chewy - Senior Creative Designer, 2021-2022

- Concepted, art directed photoshoots, and designed creative content for their website, blog, social media, performance marketing, email, and direct mailers.
- One of the lead designers for the largest campaigns of the year including Black Friday/Cyber Monday, Blue Box Event 2021 (a competitor to Amazon Prime), Holiday, Fall/Winter, and Camp Chewy (Summer 2022)

Scope - Integrated Designer, 2021

- Built and executed UX, UI, and brand identity including; brand visuals, values, strategy, target market segments, customer research, and user testing.

Coffeeface - Brand Identity Designer, 2020

- Developed and defined 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.

Suave - Unilever, Graphic Designer, 2019

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