Arianna Rose O'Malley

omalleyarianna@gmail.com
ariannaomalley.com

Integrated Designer with 10+ years driving product launches that outperform benchmarks, campaigns that move product, and retail systems that scale.

Education

Pratt Institute, 2017
BFA Communications Design: Graphic Design

Delaware College of Art and Design, 2014
Associate of Arts: Graphic Design

Qualifications

Holistic creative who sees across silos—aligning story, space, and system into a clear, synergistic brand experience.
Empathetic collaborator who builds strong cross-functional relationships and adapts communication to support creative alignment.
Concept-driven thinker with a sharp eye for narrative and the ability to translate brand values into emotionally engaging design.
Adaptable learner, fluent in digital, print, and evolving AI tools.

Focus Areas

Design Direction & Leadership
Art direction, digital & spatial
Interviewing & onboarding
Scalable identity systems
Story-driven, brand-led visuals
Balanced clarity with emotion
Styleframes & visual narratives
Sole designer for full verticals

Cross-Platform Execution
Built campaign toolkits
Multi-channel design (retail, large-scale print, web, social)
Integration of brand across various mediums & formats
Guided on-site installs

Systems & Creative Ops
Improved process efficiency
Built tools to streamline work
Recurring content templates
Custom briefs per vertical
Overviews, file/folder structure
Timeline breakdowns

Skills

Adobe Creative Cloud:
Photoshop, Illustrator, InDesign, Experience Design, Lightroom, Dimension

Other Programs:
Figma, SketchUp, Microsoft

Experience

Living proof - Sr. Retail Designer, Full time (2024 - Current)
- Built LP's in-house retail design function from the ground up, developing the design templates, creative process, and briefing system per retailer.
- Led complete visual overhaul of retail units across Sephora and Ulta, redesigning in-store signs, displays, events, and touchpoints as a full rebrand.
- Led concepting and execution for retail campaigns, translating ambiguous or evolving input into clear, on-brand creative solutions in partnership with marketing, sales, and trade.
- Interviewed and mentored a production designer.

Scope - Art Director, Contract (2023)
- Created the concept, visual identity, and interactive flows for a nightlife discovery app connecting users to venues, music, and community in real time.
- Designed the UI/UX with a focus on personalization, live updates, and storytelling. Currently developing the product MVP and user onboarding flow.

Chewy - Jr. Art Director, Contract (2021 - 2022)
- Conceptualized, directed photoshoots, & designed content for their website, blog, social media, performance marketing, email, and direct mailers.
- Collaborated with marketing, editorial, social, and in-house photo teams to develop and execute cohesive creative strategy.

Gradient Experiential - Graphic Designer, Contract (2019)
Client: **Clinique**
- Curated 70+ clean and meticulous graphics to immerse and educate 30 influencers about the science of their products at Estee Lauder Laboratories.

Client: **Lincoln Motors**
- Integrated graphic elements and signage to reflect the balancing and revitalizing properties of the Lincoln ethos and surrounding environment.

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