

Arianna Rose O'Malley

ariannaomalley.com
609-864-1411
omalleyarianna@gmail.com

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

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

Special Print Production Skills:

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

Shows

Delaware Museum of
Natural History, 2014

**Nature's Bounty:
Nature Inspired Art**

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 - Sr. Creative Designer, Contract 03/2021-08/2022

- Conceptualized, art directed photoshoots, & designed 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)

Coffeeface - Brand Identity Designer, Contract 12/2019-03/2020

- Developed a visual identity and a brand strategy that defines the company values, position in the market, and target audience.

Gradient Experiential - Graphic Designer, Contract 06/2019-10/2019

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: **Clinique x TMall**

- 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.

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.

Freelance Graphic Designer 08/2017-04/2019

Clients include: **Suave, Carmax, Ford**

- Responsibilities across these years include designing digital assets for Suave's social media, building a brand identity concept for Carmax, and creating performance marketing assets for Ford.