

SHEILA ARANGO

CREATIVE DESIGNER

WWW.SHSHSHEILA.COM

PROFILE

Experienced and versatile designer who can be entrusted with completing projects thoroughly and professionally. Excels in both print and digital design. Dedicated, self-motivated, quick learner and also flourishes in team settings.

CONTACT

sheilaarango@gmail.com

EDUCATION

Full Sail University
Bachelors of Science in Digital Art & Design
Winter Park, FL - May 2012

SKILLS

Illustrator



Indesign



Photoshop



Dreamweaver



Windows Office



Mac OSX



WORK EXPERIENCE

LEGACY RESEARCH GROUP - LEAD DESIGNER

January 2015 - Present

Accountable for maintaining brand identity across multiple print and digital platforms. Plan and execute design of weekly publications and corresponding special reports, web banners, conference components, renewal kits, webinar presentations, and email styles.

REMEZCLA - JUNIOR ART DIRECTOR

May 2014 - January 2015

Responsible for spearheading projects for high-end clients, including Heineken, Mike's Hard Lemonade, and Absolut Vodka. Directed editorial team for online features and photo editing, while delivering final approval before publication. Crafted presentation decks for RFP, as well as entire client list. Assisted in creation of assets and merchandise for partnerships such as Fania Records and LAMC.

ROCKSMITH / WUTANG - LEAD MARKETING DESIGNER

May 2012 - May 2014

Accountable for creating and branding of both entities, including catalogs, flyers, lookbooks, photo editing, and promotion across all online platforms. Also served as lifestyle assistant, tasked with styling and seeding product to celebrities and affiliates for both brands. Designed and launched promotional campaigns with several noteworthy companies such as RCA Records, Footaction, Foot Locker, Dopehouse, and SXSW

FREELANCE - GRAPHIC DESIGNER

2010 - Present

Skilled at developing ideas, exploring new projects, compositing designs and media for print and web use as well as finding solutions for clients. Ensuring projects are completed on time while designing new, on-brand elements targeting demographic and message.

SKILLS

Branding · Client Relations · Marketing Design · Event Space Design · Event Conceptualization · Editorial Direction · Logo Identity · Merchandise · Media/Press Kits · Presentation Decks · Page Layout · Photo Retouching · Photography · Packaging · RFPs · Typography · Time Management · Online Banner Ads