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ARIANA VARGAS

Graphic Designer

EDUCATION

B.A. Graphic and Interactive Design
Moravian University
Bethlehem, PA 2024

SKILLS

Software
Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe Dreamweaver, PyCharm (Python), IntelliJ (Java), MySQL, Microsoft Word, Microsoft Powerpoint, Google Docs, Google Slides, Capcut Video Editor, Procreate, Wordpress

Professional
Data Organization, App Prototyping, Vector graphics, 3D printing, UX/UI design, Brand Identity and Marketing, Editorial Design, Research, Advertising, Photography, Typography, Package Design, Web Design, Screenprinting

Language
English — Native/Bilingual
Spanish — Native/Bilingual
(Fluent reading and writing skills)

ACHIEVMENTS

American Advertising Awards
AAF Greater Lehigh Valley • 2023, 2024

Gold winner
- Integrated Brand Identity Campaign: "Elote Pipcorn"

Silver winner
- Out of Home & Ambient Media: "niche"

WORK

Graphic Design Intern
Factory LLC, Bethlehem PA, 2023

- worked on and proposed various packaging design ideas for a multitude of brands
- developed creative concepts and design ideas for web, print, and digital media projects
- presented design concepts to clients and supervisors and incorporated their feedback
- managed multiple projects simultaneously while meeting deadlines

Graphic Designer
Studio South, Bethlehem PA, 2023

- collaborated with clients and team members and presented them with ideas that reflected their requests and design proposals
- created and maintained brand guidelines for clients and assisted with the preparation of client presentations and proposals
- participated in brainstorming sessions and contributing creative ideas

Graphic Designer
Payne Gallery, Bethlehem PA, 2022

- designed posters and promotions for gallery openings and events
- assisted featured artists in tending to guests and checking out purchased art/books
- co-managed and designed social media posts for the gallery's Instagram page