

# CAROL ARANGO

SENIOR DESIGNER

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# **WORK EXPERIENCE**

## Donovan/Green | Graphic Designer | 2015 - Present

- Manage the design of email blasts, web banners, direct mail pieces merging data, landing pages, brochures and print ads for tier 3 dealerships such Lexus, Toyota, Hyundai, Mercedes-Benz, Land Rover and Jaguar
- Build campaigns and marketing material for the stores mentioned above
- Coming up with concepts and designing storyboards for TV commercials
- Creating images optimized for the web using Photoshop, Illustrator, and Fireworks
- Basic video editing using After Effects
- Assuring that projects are completed according to schedule
- Preparing analytic reports for clients on Excel

#### The Art Directors Club | Graphic & Web Designer | 2011 - 2012

- In-House Graphic & Web Designer
- Designed the entire 92nd Annual Awards site
- Manage the design of all the email blasts that were sent to the 40K+ members
- Created endless web banners for adcglobal.org and for the affiliated companies such as CORBIS, BLACKWING, ADOBE, among others
- Created video reels for presentations
- Manage the design and coding the monthly newsletter
- Manage the design of all the signs around the gallery for every event

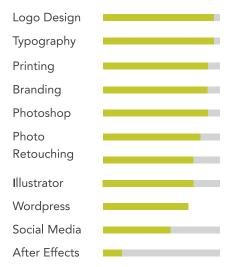
#### Who Designs NY | Founder & Creative Director | 2011 - Present

- Meet with clients to discuss their needs and provide design consultation
- Coordinates and utilizes team members' skills to best effect within the parameters of the job and target productivity levels
- Come up with concepts for logos, collateral, web sites, etc.
- Design for print
- Design assets for social media
- Responsible to ensure deadlines and goals are met
- Create prototypes for web to show to clients
- Build Wordpress sites based on themes
- Communicate with printing vendors to discuss specifications of a project and/or materials

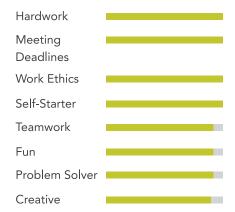


## **SKILLS**

#### **PROFESSIONAL SKILLS**



#### PERSONAL SKILLS





### **EDUCATION**