



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 as 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 adcglobel.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



EDUCATION

2007 - 2011 CUNY New York City College Of Technology

Associates: Art and Advertising Design

Bachelor's Degree in Communication Design 2011



SKILLS

PROFESSIONAL SKILLS

Logo Design	
Typography	
Printing	
Branding	
Photoshop	
Photo	
Retouching	
Illustrator	
Wordpress	
Social Media	
After Effects	

PERSONAL SKILLS

Hardwork	
Meeting	
Deadlines	
Work Ethics	
Self-Starter	
Teamwork	
Fun	
Problem Solver	
Creative	