

HELLO!

My name is Araceli Gallegos

CONTACT INFORMATION

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EDUCATION

The University of Texas at Arlington
Bachelor of Fine Arts - Visual
Communication Design
May 2019

INTERESTS

Horror, Music, Dancing, Adrenaline,
Podcasting, Gym, Film, Traveling,
Social Media, Eating, Going to Concerts

SKILLS

- + Adobe Illustrator, InDesign, Photoshop, Adobe After Effects, Dreamweaver, Canva
- + Storyboarding
- + Bilingual - Fluent in Spanish and English
- + Microsoft Office
- + Google Suite

WORK EXPERIENCE

McGarrah Jesse + Production Artist

October 2022 - May 2023

- + Collaborated with project managers to ensure clients files are prepared and produced properly.
- + Produced multiple OOH, print, banner, social posts, email, menu and POP items as well as PDF/Google Slide decks to show to clients for feedback.
- + Took designs and resized them into new specs as well as animated designs in After Effects for client use.
- + Increased job productivity by collecting and organizing files into one place.

Fossil Group + Graphic Designer

June 2021 - September 2022

- + Aided in designing from start to finish 16+ large scale floor-set signage for outlet and mainline stores across the country 4 days before deadline.
- + Animated from sketch to completion 30+ graphics/animations for social media, as well as designed and illustrated multiple product and smart watch packaging including; watch tins, smart watch home screens, packaging inserts, hang tags, posters, story cards, and product packaging for multiple collaborations.
- + Worked with multiple teams to gather information for each project accordingly as well as present the projects to art directors for feedback.

Signet Jewelers + Graphic Designer

August 2019 - August 2020

- + Worked within 3 brands to design/produce multiple small and large print and digital campaigns.
- + Created and coded multiple HTML emails, as well as design 2 separate branded postcards 5 days before deadline, along with print handouts for customer use.
- + Used an existing template and produced 10+ design assets for a large scope in-store print campaign, in addition to 30+ digital display ads.
- + Complied with new brand standards and updated webpages and web banners to help increase sales.