

# Paulina E. Arroyo

*Graphic Designer*

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peadesignstudio.com

## summary

I am an artist and graphic designer with 4+ years of experience, passionate about the impact that graphic design has in our everyday life. My strengths are found in brand identity, innovative solutions, and user-centered designs that drive brand and user connection. I thrive in partnership with others, and I look forward to growing with every challenge.

## experience

### AUBURN COMMUNITY CHURCH (ACC)

*Junior Graphic Designer* | May 2024 — Current

- Assisted in the development of the branding for the ACC Academy School, developing social media branding, branding for school events, the creation of the school yearbook and other printed materials.
- Developed new branding for youth events that complimented the church's overall branding. Designed booklets, printed banners, apparel items, and digital graphics for social media, and the events themselves.
- Animated multiple graphics to play on auditorium screens and multiple online platforms.
- Worked in partnership with different ministries to create a variety of deliverables while maintaining brand guidelines.

### AUBURN UNIVERSITY COLLEGE OF ARCHITECTURE, DESIGN AND CONSTRUCTION (CADC)

*Graphic Designer and Photographer* | January 2022 — May 2024

- Worked in collaboration with different school faculty in the branding of multiple events that required screen graphics and printed materials.
- Developed branding for a new CADC summer camp with strong use of grid, typography, and color to cohere with Auburn University guidelines.
- Assisted in photographing multiple events.

## FREELANCE

*Graphic Designer and Illustrator* | July 2021 — Current

- Created multiple printed items for concerts for Cotton Seed Studios and assisted in Social media management.
- Designed merchandise items for local events, concerts, retreats, weddings and small companies.
- Designed and illustrated wedding stationary packages.

## languages

- English — Fluent
- Spanish — Fluent
- French — Elementary

## software

- Illustrator
- InDesign
- Photoshop
- After Effects

## references

### Madison Champion

*CADC Communications Manager and Lead Designer*

334.844.4590

madisonc@auburn.edu

Former Manager

### David Bizilia

*Founder of SideTrack Coffee*

334.707.8906

davidbizilia@icloud.com

Former Manager

### Richard Patton

*Founder of Cotton Seed Studios*

334.787.3288

richard@cottonseedstudio.com

Former Manager

## education

### Auburn University

*BFA, Graphic Design*

2018 — 2021

