

ARIANNA PENA-ROCHA

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PROFESSIONAL EXPERIENCE

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY – STUDENT LIFE

Edinburg, TX

Graphic Design Intern

AUGUST 2022 - DECEMBER 2024

- Conceptualized on a wide range of different clients' design projects including posters, brochures, logos, and social media graphics for university organizations and departments, leading to a 10% increase in engagement.
- Collaborated with cross-functional teams to develop and refine design proposals, integrating client feedback to enhance user experience and achieve design objectives; client retention increased by 30% as a result.
- Customized in arranging elements on a page, including text, images, and graphics, to create visually appealing designs; optimized student engagement with university activities by 10% in the first two months of entering the role.

Selected Project Experience

- Social Work Students Association
 - Helped create and worked with feedback from the organization staff to create a logo that communicated the mission of the organization.
 - Designed organization's t-shirt that fit their needs and guaranteed would come out as envisioned when files were handed to the printing department.
- Student Government Association
 - Created unique assets to be used in future projects, flyers, and emails.

MCALLEN GOVERNMENT – PARKS AND RECREATION

McAllen, TX

Summer Graphic Design Intern

MAY 2024- JULY 2024

- Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to develop high-quality visual elements and layouts, resulting in a 25% increase in design efficiency and a 30% improvement in overall visual quality.
- Managed multiple projects simultaneously, meeting deadlines and maintaining attention to detail, which contributed to a 20% reduction in project turnaround time and a 15% increase in client satisfaction.
- Created mockups and prototypes for client presentations, demonstrating the functionality and aesthetic of proposed designs, leading to a 40% higher approval rate on initial design concepts and a 35% increase in successful client pitches

COASTETTE CREATIONS

Austin, TX and Edinburg, TX

Freelance Graphic Designer/Illustrator

2018-Present

- Conceptualized and executed detailed anthropomorphic designs, refining each element to enhance storytelling and user experience in virtual environments; profit growth by 25% and received accolades for creativity and attention to detail.
- Ensuring that every aspect of the artwork, from character expressions to environmental elements, is carefully considered.
- Building and maintaining positive client relationships to secure repeat business and referrals for years. 10% maximization in client return over the 4 years of employment.
- Organized file management and archiving to maintain a library of digital assets for clients and personal use.
- Knowledge of personal branding and self-promotion to attract clients and build a successful freelance career.

EDUCATION

THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY

Edinburg, TX

Bachelor of Graphic Design/Visual Communication, Major in Arts

AUGUST 2021 - DECEMBER 2024

GPA 3.94

AUSTIN COMMUNITY COLLEGE DISTRICT

Austin, TX

Associate of Arts in General Studies

AUGUST 2019 – MAY 2020

GPA 3.45

ADDITIONAL INFORMATION

- Technical Skills
 - Adobe Suite: Photoshop, Illustrator, InDesign, After Effects, and XD
 - Clip Paint Studio
 - HTML and CSS
- Visual Skills

- Logo Creation
- Typography
- UX/UI Design
- Photo Editing
- Print Knowledge