

# DEBORAH ARROYO

Designer | Art Director | Arlington, VA

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## Education

**Savannah College of Art and Design, Savannah, Georgia** | Bachelor of Fine Arts, Graphic Design (2001)

Deborah is a Sr. Graphic Designer and Art Director with over twelve years of professional experience. She has worked across a wide variety of job roles both as a member of the creative team and while leading a team of designers across the full length of the project from concept development to production. Deborah's experience has included work with a variety of organizations including marketing and advertising firms, and in-house creative departments at large organizations including Booz Allen Hamilton, Orbital Sciences, U.S. Postal Service and The World Bank. She also has held a Confidential Security Clearance for work at USDA and US Postal Service.

She has over twelve years of experience designing both web and print media using industry standard programs including Adobe Creative Suite CS6 and Cloud to create promotional websites, animated banner advertisements, html emails. Web media experience also includes work with information architecture including wire frames, designing user interfaces and applications for mobile devices. Print media experience includes designing print communications materials including annual reports, proposals and marketing brochures, direct mail, and trade show signage. Programs used in a daily basis include Adobe InDesign, Photoshop and Illustrator. Deborah works with Adobe Creative Cloud for use on projects and corporate contracts. In addition to professional skill sets, Deborah is bilingual and has worked professionally as a translator of English to Spanish. Her portfolio and some examples of her work are available on her business website [dagraphix.com](http://dagraphix.com).

## Key Design Skills and Experience

- Adobe InDesign CS6 | Photoshop CS6 | Illustrator CS6
- Adobe CC Suite
- Translator: Spanish | English
- Lead Creative Process | Conceptualization
- Branding | Re-Branding | Visual Design
- Print Layout and Design | Digital Publications
- Photography Manipulation | Color Correction
- Corporate Communications | Trade Show Signage
- Direct Photo Shoots
- Email Marketing Graphics | Animated Web Banners
- Print Vendor Management | Press Checks and Blueines
- HTML, CSS, JQuery | CMS (WordPress and Squarespace)
- Digital Publishing Suite (DPS)
- Digital: User Interface | User Experience

## Professional Experience

**Senior Graphic Designer | Art Director (Contracts)** | Dagraphix.com | Washington, DC (2007 to present)

- Clients include a variety of non-profit organizations and government contractors including: PBS, Kimley-Horn & Associates, The Mortgage Brokers Association, IHS Global, Destination DC, Rosetta Stone, Akamai Technologies, NASDAQ OMX, JBS International, Booz Allen Hamilton, United Way of America, USDA Design Branch, Bloomberg BNA, Orbital Sciences Corporation and The World Bank.
- Designed and coordinated projects from design concept to final product execution including corporate identity, branding programs, and integrated marketing collateral.
- Designed print materials for advertising campaigns, government proposals, direct mail, environmental graphics, brochures and signage for trade shows.
- Designed web graphic content including the creation of user interfaces for web sites including DoD and interfaces for educational applications on mobile devices.
- Created mock-ups of training applications for mobile iOS app development including tablets and smart phones.
- Designed the World Development Indicators 2011 Annual publication for the World Bank including typesetting and figures.

**Senior Graphic Designer | Lead Web Designer** | ARPU Inc. | Washington DC (2006 to 2007)

- Created PowerPoint visuals for presentations that secured partnerships with AOL Product Central and HP Product Showcase.
- Designed the user experience and UI of TryandBuy.com, AOL Product Central.com and HP Product Showcase (CD-ROM).
- Designed the look and feel of the ARPU website.

**Brand Designer** | US Postal Service | Washington DC (2005 to 2006)

- Designed and coordinated projects ranging from corporate communications, branding programs, and marketing collateral.
- Worked within a variety of mediums including advertising campaigns, environmental graphics, brochures, signage and web.
- Oversaw 5 designers for the creation of marketing collateral materials and proposals in response to Request for Proposals.
- Created 8 newsletters according to brand guidelines, performed photography and color correction services, produced POP displays, advertising branded products and packaging die cuts for USPS products.
- Managed printing budget and established a network of vendors to deliver quality products. Created event materials for Stamps First Day of Issue and designed signage geared to customers and USPS Headquarters employees.
- Produced Asian American Pacific month event collateral for headquarters diversity event and First-Class Mail Breezeway signage campaign.
- Oversaw the creation of training CDs for USPS employees; led brainstorming and creative development sessions, produced initial sketches and saw product to completion.

**Graphic Designer** | Heritage Publishing Inc. | Jacksonville, FL (2004 to 2005)

- Assisted with the creation of advertisements in directory publications, performed photo manipulations and color corrections to artwork provided by clients.
- Completed layout of 340 pages for a full color directory publication, created original illustrations and covers.

**Graphic Designer (Contract)** PGA Tour | Ponte Vedra Beach, FL (2004)

- Designed e-Newsletter and downloadable PDF's for desktop printing.

**Freelance Art Director** | Husk Jennings Gallaway & Robinson aka. On Ideas, Inc. | Jacksonville, FL (2004)

- Assisted with the design of brochure for the Oncology Department at The Baptist Health Institute.

**Art Director** | The Printing Group | Charleston, SC (2003)

- Managed creative processes, created corporate collateral, brochures, newsletters and chose paper stock for printing.
- Managed layout of a four color bimonthly newspaper ads.
- Managed all photography and art direction.

**Junior Art Director** | Rawle-Murdy and Associates | Charleston, SC (2002)

- Design POP displays for LeCreuset and Screwpull and billboard advertising for corporate accounts.
- Performed editing, mock-ups, illustrations and layouts according to the advertising campaign and brand guidelines.

**Graphic Designer** | Duracase LLC (formerly Kwalu, Inc.) | Ridgeland, SC (2001 to 2002)

- Established corporate identity for collateral such as brochures, trade show banners, corporate website, product and/or sale sheets, and magazine advertisements.
- Led the design and development of company website, created product and map illustrations and publication directory.

**Junior Graphic Designer** | BFG Communications | Bluffton, SC (2001)

- Created mock-ups, illustrations, photo manipulations and color corrections for packaging for Malibu, Captain Morgan's and Marlboro Sweepstakes events.
- Completed layouts for magazine and newspaper ads, edited documents and prepared final files for vendor printing.