

Julie Arroyo

Senior Brand & Campaign Designer

Chicago, IL

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SUMMARY

Senior Brand & Campaign Designer with 10+ years of experience across digital, marketing, motion, and web design for media and consumer-facing brands. Experienced leading multi-channel campaigns and brand systems with a strong understanding of digital production, responsive design, usability, and cross-functional collaboration.

EXPERIENCE

Weigel Broadcasting — Chicago, IL

Senior Brand & Digital Designer | APRIL 2022 - PRESENT

- Lead design for promotional campaigns across digital, social, motion, web, and broadcast platforms supporting multiple national television networks
- Create campaign systems and visual assets for show launches, seasonal promotions, and network initiatives
- Design motion graphics, marketing assets, merchandise, and social creative across multiple brands
- Help maintain creative consistency across campaigns by guiding design execution, feedback, and production across teams
- Collaborate with marketing, production, engineering, and creative teams to guide fast-turnaround campaign execution in a deadline-driven broadcast environment

O 24 Solutions — San Diego, CA

Integrated Brand Designer | APRIL 2017 - April 2022

- Led branding, web, and marketing projects for 70+ clients across multiple industries
- Designed brand identities, websites, campaigns, social content, and marketing assets
- Built cohesive visual systems across digital, web, and promotional channels
- Managed projects from concept through launch, including client communication and creative direction
- Applied SEO and content best practices to improve website structure and discoverability
- Designed and implemented user-friendly websites using Wordpress, Shopify and HTML/CSS

SKILLS

CREATIVE & DESIGN:

Brand Systems • Campaign Development • Responsive Design • Marketing Design • Visual Identity • Multi-Channel Campaigns • Merchandise Design • Motion Graphics

TOOLS:

Figma • Adobe Creative Suite • After Effects • Premiere • WordPress • Shopify • HTML/CSS

SOCIAL

LinkedIn -

[/arroyojulianne](https://www.linkedin.com/in/arroyojulianne)

Web Domain Solutions — *San Diego, CA*

Front-End Developer & SEO Manager | DECEMBER 2016 - APRIL 2017

- Built and optimized websites with a focus on brand presentation, usability, performance, and search visibility
- Collaborated cross-functionally to ensure alignment between design, marketing, and development

EDUCATION

Seattle University — *Certificate, Front-End Web Development*

JANUARY 2015 - DECEMBER 2015