

Julie Arroyo

Brand Systems • Campaigns • Motion • Marketing & Merchandise

SUMMARY

Senior Digital & Brand Designer with 10+ years of experience designing and maintaining scalable brand systems for national media and consumer-facing brands. Strong background in web, campaign, and marketing design with hands-on motion, merchandise, and digital production experience. Known for owning creative execution across platforms and collaborating closely with marketing, production, and engineering teams to deliver cohesive, high-performing design solutions.

EXPERIENCE

Weigel Broadcasting — Chicago, IL

Senior Web & Digital Designer | APRIL 2022 - PRESENT

- Lead creative direction and execution for multi-channel campaigns supporting national television networks, including show launches, seasonal promotions, and brand initiatives
- Own and evolve scalable brand systems across digital, social, on-air, and merchandise touchpoints, ensuring consistency while enabling flexibility for new content and audiences
- Develop integrated campaign assets across web, social, motion, and marketing channels, aligning creative output with audience engagement and brand growth goals
- Provide creative direction and mentorship across projects, guiding design quality and maintaining brand standards across teams and stakeholders
- Produce motion graphics and animated content to support digital campaigns and promotional initiatives
- Extend brand ecosystems into physical products by designing merchandise and consumer-facing assets across seasonal campaigns
- Partner with marketing, production, and engineering teams to translate business objectives into cohesive, high-impact creative execution

O 24 Solutions — San Diego, CA

Designer / Developer | APRIL 2017 - April 2022

- Led creative direction and execution for 70+ clients across branding, web, and marketing campaigns, delivering cohesive multi-channel brand experiences
- Designed and scaled brand identities and content systems across websites, social media, and digital marketing channels
- Translated client business goals into strategic visual solutions, balancing brand storytelling, usability, and performance

Chicago, IL

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SKILLS

CREATIVE & DESIGN:

Brand Systems & Identity • Campaign Development • Marketing Design • Digital & Web Design • Motion Graphics • Merchandise & Product Design

TOOLS: Figma • Adobe

Creative Suite • After Effects

• Premiere • WordPress •

Shopify • HTML/CSS

COLLABORATION &

LEADERSHIP:

Creative Ownership •

Cross-Functional

Collaboration • Brand

Stewardship • Stakeholder

Communication •

Presentation & Conceptual

Thinking

SOFT SKILLS: Creative

Direction • Cross-Functional

Collaboration • Stakeholder

Communication • Brand

Stewardship • Campaign

Execution • Concept

Development

SOCIAL

LinkedIn -

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

- Applied SEO-informed design principles to improve content clarity, structure, and discoverability
- Managed projects end-to-end, owning timelines, client communication, and creative quality from concept through launch

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