Julie Arroyo

Brand Systems • Campaigns • Motion • Marketing & Merchandise

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EXPERIENCE

Weigel Broadcasting — *Chicago, IL*

Senior Web & Digital Designer | APRIL 2022 - PRESENT

- Lead visual design and creative execution for national television brands across web, social, promotional, e-commerce, and merchandise channels.
- Develop campaign visuals, promotional graphics, animated social content, and show-related marketing assets that support programming and brand initiatives.
- Design and maintain scalable brand systems to ensure visual consistency while evolving creative to reach new and younger audiences.
- Create merchandise artwork and product designs across multiple formats, materials, and seasonal collections.
- Produce motion graphics and animated content using After Effects for social, digital promos, and marketing campaigns.
- Collaborate closely with producers, marketing teams, engineers, and external partners to align creative with strategic goals.

O 24 Solutions — *San Diego, CA*

Designer / Developer | APRIL 2017 - April 2022

- Designed brand identities, marketing materials, websites, and digital content for 70+ small business clients across various industries.
- Led creative discovery and visual direction for client projects, translating business goals into cohesive brand and digital experiences.
- Created content systems spanning web, social, print, and digital marketing assets.
- Supported SEO-informed design decisions to improve visibility, clarity, and performance.
- Managed projects from concept through launch, balancing creative quality with timelines and budgets.

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, performance, and search visibility.
- Partnered with design and marketing teams to ensure consistent visual and messaging standards across client sites.

SKILLS

CREATIVE & DESIGN:
Visual Design · Brand Management · Campaign & Marketing Design · Merchandise & Product Design · Motion Graphics · Promotional Graphics

TOOLS: *Adobe Photoshop · Illustrator · After Effects · Premiere · Figma · WordPress · Shopify · HTML/CSS*

COLLABORATION & LEADERSHIP: *Creative Direction · Cross-Functional Collaboration · Stakeholder Communication · Brand Stewardship · Presentation*

SOFT SKILLS: *Creative Direction, Multi-Platform Campaign Experience, System Thinking & Process Optimization, Strong Communication & Collaboration*

SOCIAL

LinkedIn – /arroyojulianne

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

JANUARY 2015 - DECEMBER 2015