

# Julie Arroyo

Brand Systems • Campaigns • Motion • Marketing & Merchandise

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## 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

- Own visual design and brand execution for national television networks, overseeing digital, social, promotional, e-commerce, and merchandise design ecosystems.
- Lead creative development for campaigns, show launches, and promotional initiatives, producing cohesive assets across web, social, motion, and marketing channels.
- Design, maintain, and evolve scalable brand systems that ensure consistency while allowing flexibility for new audiences, programming, and seasonal campaigns.
- Produce motion graphics and animated content using After Effects to support social campaigns, digital promotions, and marketing initiatives.
- Produce motion graphics and animated content using After Effects for social, digital promos, and marketing campaigns.
- Develop merchandise and product artwork across multiple formats and seasonal collections, extending broadcast brands into physical consumer touchpoints.
- Partner cross-functionally with producers, marketers, engineers, and external vendors to align creative execution with business and audience goals.

### O 24 Solutions — San Diego, CA

Designer / Developer | APRIL 2017 - April 2022

- Led creative discovery, visual direction, and execution for 70+ small business clients across branding, web, marketing, and digital campaigns.
- Designed brand identities and content systems that scaled across websites, social media, print, and digital marketing channels.
- Translated business goals into cohesive visual experiences, balancing

## SKILLS

**CREATIVE & DESIGN:**  
Brand Systems & Identity •  
Digital & Web Design •  
Campaign & Marketing  
Design • Motion Graphics •  
Merchandise & Product  
Design • Promotional  
Graphics

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

**COLLABORATION & LEADERSHIP:**  
Creative Ownership •  
Cross-Functional  
Collaboration • Brand  
Stewardship • Stakeholder  
Communication •  
Presentation & Conceptual  
Thinking

**SOFT SKILLS:** System  
Thinking • Multi-Platform  
Campaign Execution •  
SEO-Informed Design • UI  
Awareness • Process  
Optimization

## SOCIAL

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

brand storytelling, usability, and performance considerations.

- Applied SEO-informed design principles to improve clarity, structure, and discoverability without compromising visual quality.
- Managed projects end-to-end from concept through launch, owning timelines, client communication, and creative quality.

## **Web Domain Solutions — *San Diego, CA***

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

- Built and optimized client websites with a focus on brand presentation, usability, performance, and search visibility.
- Collaborated with designers and marketers to ensure consistent visual systems and messaging across digital platforms.

## **EDUCATION**

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

JANUARY 2015 - DECEMBER 2015