

ARTURO GUZMAN

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DESIGNER

PHONE:(210)392-6848

Designer with nearly a decade of experience. My passion lies in brand storytelling and social media marketing. I specialize in creating compelling visual narratives that resonate with audiences and drive engagement. With a keen eye for design trends and a deep understanding of the power of visual communication, I strive to craft unique and impactful brand experiences that elevate the overall identity of any project I undertake.

INDUSTRY

2023-CURRENT

AUSTIN FC

SENIOR DESIGNER

Have executed over 30 different campaigns across various channels from match day graphics and merch promotions to special one of a kind projects. Collaborate on a daily basis with multiple stakeholders throughout the club on various projects.

Skills: Design, Illustration, Art Direction, Concept Presentation
Software Used: Adobe CC (Photoshop, Illustrator, After Effects, & Premier).

2019-2022

OUTLOOK AMUSEMENTS

SENIOR DESIGNER

Lead the planning and execution of all motion work used for digital and social media platforms. Collaborated with various members of the creative team to ideate and present concepts to the business team.

Skills: Typography, Illustration, Project Management, Concept Presentation
Software Used: Adobe CC (Photoshop, Illustrator, After Effects, & Premier).

2018-2019

CREATIVE PARC

GRAPHIC DESIGNER

Executed full branding campaigns from the concept phase to final implementation in both print and digital media.

Skills: Typography, Illustration, Concept Presentation
Software Used: Adobe CC (After Effects, Photoshop, Illustrator).

2016-2018

1797 CREATIVE

GRAPHIC DESIGNER

Created digital and print marketing assets while working on various branding projects. Supported design needs and communicated with clients to ensure a smooth design implementation process.

Skills: Typography, Illustration, Concept Presentation
Software Used: Adobe CC (After Effects, Photoshop, Illustrator).

EDUCATION

2012-2016

Bachelor of Fine Arts in Graphic Design

UNIVERSITY OF THE INCARNATE WORD

Minor in Photography

