ARIADNY BALDERAS Graphic Designer

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Multidisciplinary Digital Graphic Designer with 5+ years of experience across email, web, and social design. Skilled in creating engaging campaigns, collaborating with cross-functional teams, and aligning design with marketing goals. Proficient in Adobe Creative Suite, Figma, photography editing, and basic HTML/CSS; exploring email development to complement design expertise.

EXPERIENCE

Careismatic Brands | Mar 2020 – Present

Digital Graphic Designer | Aug 2022 – Present

- Designed email, web, e-commerce, and social assets to maintain brand consistency across platforms.
- Created graphics for product launches, seasonal promotions, and multi-channel marketing campaigns.
- Developed responsive layouts using Figma and Photoshop for desktop and mobile.
- Contributed to email strategy, including content flow, product selection, and link placement.
- Sliced and QA'd email assets for developer handoff, ensuring accurate rendering across devices.
- Partnered with marketing, copy, and strategy teams to align creative with campaign goals and KPIs.

Web/Graphic Designer | Mar 2020 – Aug 2022

- Designed catalogs, POP displays, brochures, signage, and other marketing collateral.
- Created seasonal product catalogs marketing content for product launches, seasonal campaigns, and promotions supporting sales objectives for wholesale and retail business partners.
- Assisted on-set at photoshoots: directed posing, prepped apparel, and fulfilled shot lists.
- Edited product and lifestyle photography post-production for digital and print usage.

Glitch Creative Labs | Mar 2019 – Mar 2020

Graphic Designer

- Developed branding, logos, and social content for regional clients, including Dairy Queen.
- Led full brand packages from concept to delivery alongside copywriters.
- Delivered custom creative solutions tailored to client industry and audience.

SKILLS

EMAIL DESIGN & EXECUTION:

• Email asset creation • Slicing & QA for development • Mobile & desktop layout optimization • Klaviyo (basic) • HTML/CSS (basic) • Email production handoff

TOOLS & DESIGN SOFTWARE:

• Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Microsoft Office Suite • File prep for web and print

VISUAL STRATEGY & BRANDING:

• Typography • Layout hierarchy • Photography editing • Iconography & infographics • Brand consistency across platforms • Visual storytelling • Mood board & concept development • Brand guideline application

COLLABORATION & PROJECT DELIVERY:

• Cross-functional teamwork (marketing, copy, dev) • Strategic brief interpretation • Deadline management • Creative problem-solving • Multi-project organization

EDUCATION

University of Texas Rio Grande Valley | 2016 – 2018

BFA, Graphic Design | *Minor*: Marketing