

M. MARC ARVALLO

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PROFILE

I am a seasoned graphic designer with over ten years of experience, dedicated to enhancing the performance and profitability of various organizations through expert graphic design and innovative branding strategies.

My expertise lies in crafting visually compelling solutions that not only captivate audiences but also deliver tangible results. I am highly proficient in Adobe Creative Suite and stay current with design trends, ensuring that my work is always at the forefront of creativity and style. My approach is marked by creativity, adaptability, and meticulous attention to detail.

DESIGN PROGRAMS

Photoshop	Adobe XD	Hubspot	Canva
Illustrator	After Effects	Stripo	ChatGPT
InDesign	Midjourney	Figma	Microsoft Software Suites

PROFESSIONAL EXPERIENCE

NOV 2022 - PRESENT

GRAPHIC DESIGNER II

Isagenix

Achieved a 25% improvement in design team efficiency within a year by implementing state-of-the-art AI methods. Spearheaded the creation of social media and email design assets for new product campaigns, ensuring a consistent branding style. Orchestrated successful product campaign photoshoots to align with brand guidelines. Collaborated on email campaign design layouts, maintaining synergy with campaign copy and objectives.

- Proficiently edited and enhanced photo assets and 3D renders for seamless integration into online websites, e-commerce platforms, and email campaigns.
- Demonstrated expertise in editing video clips and GIFs utilizing Canva and After Effects, crafting captivating content tailored for diverse social media channels.
- Directed and executed high-impact photoshoots showcasing new products and labels, pivotal in shaping compelling visuals for upcoming marketing campaigns.

MARCH 2021 - NOV 2022

GRAPHIC DESIGNER

Bluum

Instrumental in the rebrand of a nearly \$1 billion tech company, Trox+Tierney, into the new brand Bluum. Crafted corporate identity through icons, ads, flyers, banners, co-branding, and email campaign graphics. Assisted the comprehensive Bluum rebrand. Collaborated with top brands like Google, Microsoft, Samsung, Acer, AVER, and more.

- Leveraged Adobe Suites to design assets for advertising campaigns, both in print and digital formats, produced booklets, developed web banners, crafted email content, and created visually engaging PowerPoint presentations, among other projects.
- Established communication channels with partner companies such as Google and Apple to procure brand assets and advertising deliverables.
- Collaborated closely with the marketing team to ensure the alignment and timely execution of projects and deliveries while maintaining consistency.

BRAND OWNER**JUNE 2020 - MARCH 2021****Cosas Malas** (cosasmalas.com)

As the brand owner, I oversee business development, digital marketing, design, website management, social media, customer engagement, and product delivery. Notably, our brand was featured on azcentral.com within just three months of its launch.

- Utilize Adobe Suites to craft brand assets, including social media content, icons, video clips, photography, emails, advertisements, and web design.
- Engage in collaboration with coffee roasters to oversee the packaging and distribution of orders, ensuring timely delivery through postal services or courier services.
- Create campaigns and build professional relationships with other businesses and communicate with potential customers via social media outlets and emails

COMPUTER TECHNICIAN**JUNE 2016 - NOVEMBER 2021****Laveen School District #59**

Deliver technical assistance to elementary school staff and students by effectively addressing and resolving technology-related issues using Help Desk ticket management.

- Conduct repairs on laptops, Smartboard touch screens, projectors, and auditorium microphones while managing an inventory of these technical devices.
- Providing professional training sessions to educate both teachers and students on the proper utilization of technology and their respective devices.
- Assisting students in harnessing their creative potential by teaching them how to utilize computers for artistic expression.

EDUCATION**SOUTH MOUNTAIN H.S.**

Diploma

REFERENCES

AVAILABLE UPON REQUEST