



Creative Assistant + Designer

Contact

solamorales34@gmail.com
<https://solmorales.blog>

Education

The University of Tampa
B.A. in Advertising
May 2019

Extracurricular

Ad Club Student Org
Founder
University of Tampa
The One Club
Art Director
LA Bootcamp

Skills

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Sketch

Interests

Branding
Art Direction
Illustration
UI/UX Design
Production

Languages

English
Spanish
Italian

Experience

Consultant Brand Designer and Creative Assistant
Lima, Florida, New York | February 2017 - Present

- Developing creative assets for social media and print, following brand styleguide and campaign creative guide.
- Art directing websites and designing brand styleguides for startups, curating icons and illustrations to complement style.
- Multiple roles in production. Assisting art director in photography, wardrobe and pre-production.

Graphic Designer at The Trade Desk
New York, NY | August 2019 - February 2020

- Collaborated in global rebranding campaign, incorporating new brand identity across digital and print platforms.
- Designed case studies and one-sheets for sales campaigns.
- Provided art materials for social media and company website, curating icons and photo library.
- Designed digital and print invitations for global C-level events.

Marketing Associate at BenefitHub
Tampa, FL | July 2018 - May 2019

- Collaborated during business expansion to Mexico.
- Updated weekly paid advertising on website, corroborating content was consistent with respective campaigns.
- Provided art materials for website product marketing.

Graphic Design Intern at The Dali Museum
St. Petersburg, FL | May 2018 - August 2018

- Initiated the redesigning of museums signage, enhancing the museum floors flow.
- Created art materials for educational programs, designing digital elements based on Dali's artwork and personality.
- Assisted with print and digital materials for museum exhibition.