



Daniela Arizaga

GRAPHIC DESIGNER AND ILLUSTRATOR

CONNECT

Email hello@arizaga.design

Portfolio arizaga.design

Mobile 484.721.4400

EDUCATION

Kutztown University of Pennsylvania
Kutztown, PA

BFA in Communication Design
Graphic Design & Illustration

SOFTWARE

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Figma

SKILLS

HTML & CSS
WordPress
Web Design
Motion Graphics
Photography
Illustration
Typography
Hand Lettering
Native Level Spanish

STRENGTHS

Detail-oriented
Growth mindset
Adaptable

WORK EXPERIENCE

Graphic Designer | Nuna Baby Essentials & Tavo Pets

OCTOBER 2022 – PRESENT | MORGANTOWN, PA

- Promoted internally to support both Nuna Baby Essentials and sister brand Tavo Pets, expanding scope to higher-visibility projects.
- Creates print advertisements for luxury publications and outdoor placements.
- Designs marketing emails and digital campaign assets.
- Designs and delivers assets for brand partnerships and retail collaborations.
- Develops custom illustrations, icons, and visual elements.
- Prepares and delivers production-ready files for print, retail, and large-format applications, ensuring accuracy across specifications and vendors.

Jr. Graphic Designer | Nuna Baby Essentials

- Creates dynamic and visually appealing social media posts, reels, and gifs for various platforms.
- Designs digital assets for static and HTML digital ads.
- Creates detailed product images and promotional content for retailer websites.
- Utilizes task management systems and meticulous file organization to streamline workflow and meet fast-paced deadlines.

Graphic Designer | Utilities Employees Credit Union

JANUARY 2021 – OCTOBER 2022 | WYOMISSING, PA

- Created an array of print materials including brochures, annual reports, flyers, and newsletters, providing essential information to members and stakeholders.
- Designed advertisements for billboards, direct mailers, web banners, and print ads to effectively reach target audience.
- Developed concepts for a new branding initiative. Designed a new logo and updated brand guidelines to instill a modern brand image.
- Prepared print files for production and coordinated with vendors to ensure the timely delivery of marketing materials and supplies.
- Updated the company website as needed, ensuring content accuracy.
- Designed eye-catching social media posts and established a library of templates, promoting consistency across social platforms.
- Assisted in photography and editing for company events.

Freelance Designer and Illustrator | Various Clients

2019 – 2023 | REMOTE

Collaborates with clients to create custom logos, illustrations, and branding from concept to finalization.

- Creates graphics and design layouts for ongoing social media, email and promotional communications.

Graphic Design Intern | Partners Design, Inc.

SUMMER 2019 | WEST READING, PA

- Designed signage, business cards and logos that comply with individual brand guidelines.
- Designed a logo for the West Reading Community Revitalization Foundation's campaign to attract tourism in the city.

Graphic Design Intern | Infantrree

SPRING 2020 | LANCASTER, PA

- Collaborated with Kutztown Alumni Relations Foundation to create a homecoming campaign for Fall 2020.
- Communicated effectively with the client and art director while working remotely.