

KATHERINE ARIAS

Bi-Lingual Senior Graphic Designer | Digital Illustrator | AI-Enhanced Branding Specialist

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PROFESSIONAL SUMMARY

Creative and detail-oriented Senior Graphic Designer & Digital Illustrator with 10+ years of experience in branding, digital media production, and AI-powered design. I specialize in crafting visually compelling brand identities, high-impact marketing assets, and engaging user experiences across blockchain, e-commerce, and Web3 industries.

Proven ability to lead brand development, UI/UX projects, and AI-assisted design strategies for global brands and fast-paced digital environments. Highly proficient in Adobe Creative Suite, MidJourney, OpenAI tools, and UI/UX principles, leveraging AI to create market-driven, cutting-edge visuals. Bilingual in English and Spanish, enabling effective audience engagement and international brand expansion.

CORE COMPETENCIES

Graphic Design & Branding

- ✓ Logo Design & Visual Identity Development
- ✓ Digital & Print Media Production
- ✓ AI-Assisted Content Creation
- ✓ High-Resolution Photography & Editing
- ✓ Typography & Illustration

Marketing & Digital Strategy

- ✓ Social Media Content Creation
- ✓ Digital Advertising & Motion Graphics
- ✓ Packaging & Product Design
- ✓ E-Commerce & Brand Positioning

Web & UI/UX Design

- ✓ Responsive Website Design
- ✓ User Interface (UI) & User Experience (UX) Design
- ✓ Wireframing & Prototyping
- ✓ Interactive & Animated Web Graphics

Project Management & Collaboration

- ✓ Cross-Functional Team Leadership
- ✓ Client Communication & Consultation
- ✓ Agile Workflow & Remote Collaboration
- ✓ AI-Powered Design Optimization

TECHNICAL SKILLS

Design & Illustration: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva

AI & Automation Tools: MidJourney, OpenAI (DALL·E, ChatGPT), Runway ML, Zapier

Web & UI/UX Design: Figma, WordPress, Webflow, Squarespace

Marketing & Branding: HubSpot, Mailchimp, Constant Contact

Project Management: Airtable, Trello

CRM: Salesforce, Zoho

Photography & Digital Media: High-Resolution Image Editing, Lightroom

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

Jan 2023 – Present | DegenBrands Agency | Remote

Degen Brands is a creative agency specializing in branding for blockchain and cryptocurrency projects. In my role as Senior Graphic Designer, I lead the development of visual identities, marketing assets, manual illustration and AI-complimented design solutions to enhance brand consistency and audience engagement. I work closely with project teams to develop unique branding strategies tailored to crypto, NFT, and Web3 initiatives.

- **Brand Development:** Designed full-scale brand identities for multiple cryptocurrency projects, ensuring strong visual consistency across websites, social media, and digital platforms.
- **Illustration & Creative Assets:** Created custom illustrations, logos, and promotional assets tailored for blockchain and Web3 brands, elevating brand recognition and engagement.
- **Motion & Interactive Design:** Developed animated social media graphics, banners, and investor presentations, increasing engagement and boosting fundraising efforts for blockchain projects.
- **AI-Enhanced Design:** Leveraged AI-driven design tools to automate workflows, improve efficiency, and accelerate the production of high-quality visuals, reducing turnaround times by up to 500%.
- **Team Leadership & Collaboration:** Managed a team of designers and worked alongside marketing strategists to create high-impact advertising, promotional, and digital media content.

Special Project:

- Co-founded an innovative mental health initiative in crypto trading, developing a monthly digital magazine and mobile application to address the psychological effects of market volatility on investors.
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CREATIVE DIRECTOR & GRAPHIC DESIGNER

Sep 2018 – Dec 2022 | Sensi Starz Media & Consulting | Remote

Sensi Starz Media & Consulting is a marketing agency focused on quality and innovation. As the Creative Director & Lead Graphic Designer, I spearheaded brand development, packaging design, and marketing strategies, ensuring a strong industry presence across digital and print media for the numerous retail, manufacturing, and distribution partners.

Key Accomplishments:

- **Brand Strategy & Positioning:** Developed and implemented comprehensive branding guidelines, refining the company's visual identity across digital and print platforms.
- **Packaging & Print Design:** Designed product packaging, marketing brochures, and digital assets, ensuring cohesive and engaging brand presentation for major retail, manufacturing, and distribution clients.
- **Digital & Social Media Marketing:** Expanded brand reach by creating motion graphics, promotional content, and high-quality photography assets for digital marketing and advertising campaigns.
- **Photography & Content Development:** Engineered a curated high-resolution photography library, optimizing brand visuals for web assets, social media campaigns, and e-commerce product listings.

Special Project:

- Led the concept, design, and launch of a new premium cannabis product line, setting a benchmark for high-end packaging, branding, and retail positioning in the industry.
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GRAPHIC DESIGNER

Feb 2018 – Aug 2018 | Sadie Sarti Design Company | Prescott, AZ

A boutique creative agency specializing in branding, web design, and visual storytelling. As a Graphic Designer, I worked directly with clients to develop custom branding solutions, websites, and digital marketing assets tailored to diverse industries.

Key Accomplishments:

- **Brand Identity Design:** Created custom logos, digital illustrations, and branding assets for clients across multiple industries, ensuring alignment with their corporate identity.
- **Website & UI/UX Design:** Designed responsive websites using WordPress and Squarespace, optimizing for mobile responsiveness and user-friendly navigation.
- **Client Engagement & Customization:** Maintained direct client communication, refining designs based on specific brand visions and marketing objectives.

Special Project:

- Directed the company's social media branding, optimizing engagement strategies to strengthen brand presence and online visibility.

GRAPHIC DESIGNER

Apr 2017 – Dec 2017 | AlphaGraphics | Oakbrook Terrace, IL

AlphaGraphics is a leading provider of print and digital marketing solutions, known for delivering high-quality branding and promotional materials. As a Graphic Designer, I specialized in designing custom print materials, marketing collateral, and brand assets, ensuring exceptional visual appeal and production quality while meeting client objectives.

Key Accomplishments:

- **Print & Digital Media:** Designed a wide range of marketing materials, including flyers, menus, business cards, posters, and corporate branding packages.
- **Prepress & Production Management:** Managed prepress and print production processes, ensuring high-quality deliverables aligned with branding guidelines.
- **Client Collaboration & Brand Consistency:** Worked directly with clients to refine branding and marketing materials, optimizing messaging for advertising and promotions.
- **Project Coordination & Workflow Optimization:** Utilized advanced project management platforms to streamline workflows, optimize deadlines, and improve efficiency.

Special Project:

- Led social media branding initiatives, ensuring a cohesive approach between print and digital marketing strategies to increase brand visibility.

ILLUSTRATION & BRANDING SPECIALIST

Jan 2016 – Jan 2017 | Costa Rica Solar Solutions | Jaco, Costa Rica

Costa Rica Solar Solutions provides renewable energy solutions across Central America. As a Branding Specialist, I developed marketing materials, corporate branding, and bilingual outreach campaigns to expand the company's presence in Spanish and English-speaking markets.

Key Accomplishments:

- **Corporate Branding & Identity:** Developed branding guidelines, logos, and visual identity assets, establishing a cohesive brand presence.
- **Bilingual Marketing & Expansion:** Designed bilingual marketing materials to engage Spanish-speaking customers and international audiences.
- **Infographic & Illustration Design:** Created custom illustrations and infographics to support renewable energy awareness campaigns.

Special Project:

- Designed and launched the "Lester Says" social media character, driving increased engagement and brand awareness through targeted campaigns.

GRAPHIC DESIGNER & RETAIL MARKETING MANAGER

Jan 2010 – Dec 2015 | LimeCoral Apparel & LimeCoral, LTD. | Jaco, Costa Rica

LimeCoral is a globally recognized surf and lifestyle brand, known for its authentic designs and strong international presence. As a Graphic Designer and Retail Marketing Manager, I played a key role in shaping the brand's visual identity by creating dynamic apparel graphics, high-impact marketing materials, and engaging promotional campaigns that expanded its reach across international markets.

Key Accomplishments:

- **Apparel & Lifestyle Branding:** Designed custom apparel graphics, logos, and brand assets for international surf and lifestyle collections.
- **Marketing Campaigns & Visual Content:** Developed and executed digital marketing campaigns, social media visuals, and print advertising materials to enhance brand visibility.
- **Partnership & Global Reach:** Managed retail marketing efforts, helping expand brand presence across international markets.

Special Project:

- Co-designed the official uniform for the 2014 Costa Rica World Champion Surf Team, worn by professional surfers, including Carlos Muñoz.

EDUCATION & LANGUAGES

- **High School:** Atenas High School, Atenas, Costa Rica
 - **Languages:** Fluent in English & Spanish
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CAREER HIGHLIGHTS

✓ **Developed Visual Identities for Blockchain & Web3 Brands** – Designed comprehensive brand identities, logos, and marketing assets for multiple cryptocurrency projects, integrating AI-enhanced tools to optimize workflows.

✓ **Blockchain & Web3 Branding Expert** – Led creative direction for Degen Brands, producing investor-ready branding assets, animated social media graphics, and engaging pitch decks that elevated blockchain project funding efforts.

✓ **Branding & Packaging Design for Cannabis Industry** – Conceptualized and launched a premium product line for Top Choice Organics, designing packaging and marketing assets that elevated industry branding standards.

✓ **Illustration & Apparel Design for Global Surf Brand** – Co-designed the official uniform for the **2014 Costa Rica World Champion Surf Team**, worn by top professional surfers like Carlos Muñoz.

✓ **UI/UX & Digital Media Experience** – Created responsive websites and interactive web graphics using Figma, WordPress, and Webflow, enhancing user experiences and brand storytelling.

✓ **Bilingual Creative Professional (English & Spanish)** – Designed bilingual marketing campaigns and brand assets, helping businesses expand into Spanish-speaking markets across North America and Latin America.