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# ARIEL CORRALES

GRAPHIC DESIGNER

## PROFESSIONAL SUMMARY

Graphic designer with over 7 years of experience delivering creative visual solutions in both print and digital media. Proficient in branding, logo design, and art direction, with a proven track record of enhancing public engagement and strengthening community connections through visual storytelling. Skilled in developing comprehensive brand style guidelines and executing multi-channel design projects, aiming to leverage expertise to drive impactful design initiatives in diverse settings.

## PROFESSIONAL EXPERIENCE

2024 - PRESENT

### Graphic Designer, Bexar County Office of the County Manager, San Antonio, TX

- Developed comprehensive brand style guidelines for Bexar County, establishing consistent visual standards and streamlining design workflow across departments
- Craft engaging social media content aligned with county initiatives, enhancing public engagement and strengthening community connections through visual storytelling
- Partner with elected officials to design impactful communication materials, translating complex information into accessible visual formats for public outreach

2023 - PRESENT

### Graphic Designer, Six Flags Fiesta Texas, San Antonio, TX

- Conceptualized and executed themed entertainment designs for queue areas, enhancing guest experience and park navigation
- Developed compelling visual identities and logos for award-winning shows, contributing to increased guest engagement and positive audience feedback
- Spearheaded comprehensive ride re-branding initiatives, delivering cohesive design elements that strengthen attraction visibility and guest appeal

2022 - 2023

### Graphic Designer, JCE SEO, San Antonio, TX

- Executed multi-channel design projects spanning social media, newsletters, and print materials while maintaining consistent brand guidelines and meeting tight deadlines
- Developed engaging marketing collateral for diverse local businesses, enhancing their visual communication and customer engagement strategies

2019 - 2022

### Presentation Designer, TaskUs, San Antonio, TX

- Transformed complex analytical data into compelling visual narratives, enhancing leadership's ability to communicate strategic initiatives effectively
- Crafted precision-driven PowerPoint presentations for executive stakeholders, ensuring brand consistency and professional polish across all deliverables
- Partnered with training teams to develop engaging learning materials

2018 - 2019

### Graphic Design Manager, Big Frog Custom T-Shirts, Savannah, GA

- Transformed client concepts into polished shirt designs while ensuring brand consistency and technical feasibility for DTG printing specifications
- Executed quality control protocols for digital printing operations, maintaining consistent color accuracy and production standards across all customer orders
- Evaluated design requirements against printing capabilities to maximize output quality while maintaining production schedules

## EDUCATION

2017

### B.F.A. Animation, Savannah College of Art and Design, Savannah, GA

## SKILLS

Graphic Design

Branding

Print Design

Digital Media

PowerPoint

Art Direction

Logo Design

Visual Design

DTG Printing

## ONLINE PORTFOLIO

[My Website](#)