

JOSE ARELLANO



EXPERIENCE

Brand Design Intern • Hudl

MAY 2019 – PRESENT

As a brand design intern, I am a part of Hudl's marketing department, coordinating with all divisions for all marketing and brand channels. I am in charge of creating assets that display Hudl's elite brand to current and potential customers such as players, coaches and athletic directors for high school, college, club and professional sports. These assets include: targeted digital ads, email designs, printed booklets & flyers for hundreds of future conference attendees, social media & blog post graphics, and in-house communications. I work closely with marketing managers, copywriters and stakeholders in order to best express Hudl's visual brand. I also create geotargeted, digital, and display ads that are pushed through both external advertising and social media/public relations agencies.

Graphic Designer • Jacht Advertising Agency

FALL 2018 – SPRING 2019

Jacht, a student-run advertising agency, allowed me to work with over twenty talented and creative students across the University of Nebraska. These students took over the disciplines of account executives, brand strategists, copywriters and designers. I collaborated closely with agency pros and available mentors to take on client projects and internal tasks. Projects throughout my time here required creative conceiving, character and print design for Nebraska Children's Hospital and Medical Center, social media graphics and posts to promote and encourage involvement in the yearly Cornhusker State Games, and branding "Together at the Table", a campaign brought forth by Nebraska Team Nutrition as a means to encourage healthier eating amongst parents and their children. At Jacht, I also took part in creating assets for internal communications such as emails and printed invites for the annual final presentation. You may check out these works on Jacht's website ([jacht.agency](#)).

Designer • Rural Futures Institute

MAY 2018 – AUGUST 2018

Rural Futures Institute is a University of Nebraska-owned organization dedicated to improving the lives of rural Nebraskans and bringing awareness to rural issues. As the only in-house designer, I led the charge in the creation of all digital and print materials. I created graphics and scheduled weekly social media posts, which targeted RFI's growing audience. I was constantly in contact with the local printing service to ensure the level of quality across every print piece, which included business cards and RFI's Microsoft Brief; a publication that showcases the highlights and outcomes from the visit of Shelley McKinley, Microsoft's General Manager of Technology and Corporate Responsibility.

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I am a creative, innovative and well-rounded designer with passions that range from digital storytelling to creative problem solving through artistic and digital solutions. I look to create work and content that enhances brand awareness and positively affects and inspires my audiences.

LEADERSHIP ACTIVITIES

Student Ambassador • Hixson Lied College of Fine & Performing Arts

AUGUST 2017 – MAY 2018

As an ambassador for UNL's Fine and Performing Arts program, I represented the school at campus-held college fairs and visits. I also gave prospective students tours of the school's facilities, letting them know of the wonderful opportunities each program has to offer for all students. This position allowed me to meet future students throughout the college and share my knowledge about the many great things happening at the school.

President • AIGA UNL Student Group

AUGUST 2019 – MAY 2020

As the president of AIGA's UNL chapter, I work with the rest of the board members to coordinate events for the school year. This includes the demonstration and sale of screen printed t-shirts and attending the Big Red Welcome, UNL's biggest recruiting event for recognized student organizations. I have also taken responsibility in making sure grants were written and members were applying for available scholarships while encouraging participation and attendance in events & shows across AIGA Nebraska.

SKILLSET

Adobe Photoshop
Adobe InDesign
Adobe Illustrator
Adobe After Effects
Sketch
Cinema 4D
Google Slides

HONORS AND AWARDS

AIGA NE SHOW | Judges' Choice Award (2019)
AIGA NE SHOW | Silver Award (2019)
AAF Nebraska ADDYs | Judges' Citation (2020)
AAF District 9 ADDYs | Silver Award (2020)

REFERENCES

Brandi Arnold | Senior Brand Designer | Hudl | 402.720.0370
Colleen Syron | Professor | UNL | 646.246.5527