

# Ariel Vega

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Digital & Print Graphic Design • Video Editing • Motion Graphics • Audio • On-Camera Talent • Voiceovers • Videography • Photography

## Software

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, Lightroom, Acrobat, Media Encoder  
• Pro Tools • Logic Pro • Canva • CapCut • Microsoft: Teams, Word • Airtable • Notion • Slack • Insta360 Studio • Sony FX30 camera

## Summary

Multidisciplinary designer with a background in print and digital graphic design, coupled with today's video storytelling, including generative AI and prompt engineering workflows. I have extensive experience across print, digital, video, and motion graphics. I bring a strategic, social-first approach to content that builds brand identity and drives engagement. Skilled in multichannel campaign designs, brand systems, typography, social first content, and collateral with a focus on video, motion graphics and UI. I have proven success designing for national brands across real estate, retail, hospitality, and entertainment industries.

## Experience

**Lennar Corporation HQ/North American Title 2017–2018 (Home builder/real estate) – Miami, FL • 06/2017 – 06/2025**

Graphic Designer / Social Media Content Creator / Video Editor / Motion Graphic Designer / Multimedia Designer

Lennar News Network, Social media & Acquisition team, Creative department video team

Worked with Lennar News Network, Social, Acquisition, and Creative Video production teams to produce content for paid national TV streaming campaigns, social media, YouTube, and sales centers. As on-camera talent I went on location or filmed green screen videos, also worked videography locally and traveled to film new content. My skills include being a deadline-driven team collaborator that works cross-functionally to deliver results. Accomplishments: I was successful at the videography and editing of OTT streaming ads, and developing new content styles leveraging 360 photos to create video tours and interactive content, This increase social engagement by over approx. 500%, While Generating 25% time savings through the integration of generative AI and prompt engineering workflows.

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|------------------------|-------------------------------|--------------------------------|----------------------------|
| • Project Management   | • Digital UI & Print Graphics | • Studio & On-Location Footage | • OTT Streaming Platforms  |
| • Asset Management     | • Typography                  | • Post-Production & Editing    | • Promotional Videos       |
| • Creative Direction   | • Graphic Guidline Design     | • Color Correction             | • CapCut & Canva Templates |
| • Brand Storytelling   | • Visual Hierarchy & Layout   | • Visual Effects (VFX)         | • TikTok Videos            |
| • Branding Integration | • Logo & Icon Design          | • Audio Mixing                 | • AI Prompt engineering    |
| • Storyboarding        | • Brand Identity Design       | • Sound Design (SFX)           | • Genertative AI           |

**Freelance contracts – Miami, FL • 07/2015 – 04/2017**

Art Director / Graphic Designer for clients including: Matrix 2 Advertising (Ad agency), Eyeball Digital ( now Modop) and more. national hotels and resorts, real estate developers, universities, performance centers, tech & toy companies and more. Accomplishments include: Working directly with clients and account managers on digital and print campaigns, and branding from concept to finals.

**Office Depot Global Headquarters (National retailer) – Boca Raton, FL • 10/2009 – 05/2015**

Graphic Designer / Print Package Designer/ Digital Designer

Private brand creative marketing department

Creative services for global retail chain included creative concept design and collaboration for multiple brands within private brand marketing teams. Designed packaging, branding, ads, catalogs, collateral, signage, displays, product graphics, multiple layout production, and photography. Accomplishments include: successful re-branding of furniture brands, designed packaging, signage, and point of purchase displays that where proven to increased sales for multiple in-store products. I worked directly with creative directors to design art for on-product printing for back to school supplies that resulted in increased sales nationwide.

## Awards

Graphic Design USA Magazine Awards: Office Depot • Bravo Awards From: Office Depot  
• Builder Association Award for: Creative Mind Works Advertising

## Education

Miami Dade College – Associates in Arts Degree

## Languages

English, Spanish

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