



ariana rivera
creative designer



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ariana rivera goldberg

EXPERIENCE

RIVERA STUDIOS • Founder, Creative Director, DECEMBER 2013–PRESENT

Seven years of experience serving a variety of different industries including non-profit groups, print and packaging companies, manufacturing companies, design agencies along with others. Worked on a collection of print, digital, and motion design collaterals

WUNDERMAN THOMPSON EMPLOY • Art Director, OCTOBER 2017–DECEMBER 2019

Formerly known as J.Walter Thompson INSIDE, responsibilities ranged from the overall visual aspects of a campaign for digital and print platforms to helping lead a creative team, and collaborate with members to develop strategic solutions for clients

CHERRY LAUREL STUDIO • Design Assistant, OCTOBER 2015–SEPTEMBER 2017

Assisted letterpress entrepreneur with generating ideas, managing the printing process, and refining products to boost in-person and online sales

CARTER'S • Digital Designer, JUNE 2017–OCTOBER 2017

As a Digital Designer, I worked with the in-house creative team on multiple projects. Producing web banners, email blasts, Google ads, and website assets

AIGA ATLANTA • Communication Board Member, AUGUST 2015–JUNE 2019

Served on two committees, hosting events that promoted diversity and inclusion, was also responsible for running and maintaining the local chapter's digital channels

ATLANTA HAWKS • Production Designer, FEBRUARY 2017–APRIL 2017

As a Production Designer, I worked with the in-house creative team on multiple projects. I produced email blasts, web banners, signage, and print collateral

PRATT DISPLAYS • Graphic Designer, MARCH 2014–DECEMBER 2016

Worked with clients and in-house structural designers to develop three-dimensional creative materials from concept to final artwork

LENZ MARKETING • Intern, OCTOBER 2013–JANUARY 2014

Apprenticed in a fast-paced agency, logged assignments, prepared files for production, and maintained relationships with clients

STUDIO CLIENTS

RHEEM • 2020

Designed digital, print, and animated collateral to help train the Rheem employees on the company's sales technics

PUMASHOCK ARTS • 2020

Illustrated, animated, and lead a photoshoot for the production of YouTube show Pumashock Highscore season two, episode Sidequest feat. Tyezion

INTERNATIONAL PAPER • 2017

Produced collateral for the Tap Into Atl campaign promoting a new product in the city of Atlanta, Accent® Opaque

SIGNATURE DESIGN LLC. • 2017–2018

In charge of designing a stop-motion animation and email blast promoting the company's offering to current and future clients

COOL GIRLS INC. • 2015–2017

Designed digital and print collateral for the nonprofit's annual formal fundraiser

EDUCATION

THE ART INSTITUTE OF ATLANTA–DECATUR • 2010–2013

Bachelor of Fine Arts, Graphic Design

TECHNICAL SKILLS

Mac OS
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects
Adobe Premiere
Adobe Dreamweaver
Microsoft Office

PROFESSIONAL SKILLS

Bilingual (Spanish & English)
Packaging design
Print design
Digital design
Problem solver
Detail-oriented
Team player
Passionate creative

REFERENCES

References are available upon request.