

Adrian Aquilino

St. Louis, MO 63139 | 314-707-4691 | adrianaquilino@gmail.com
www.adrianaquilino.design | www.linkedin.com/in/adrianaquilino

Graphic Designer

Innovative and imaginative design professional, elevating organization reputation by leveraging keen eye for aesthetics and passion for creative problem solving to develop effective communications and marketing materials. Background collaborating cross-functionally to produce collateral and graphics that reinforce brands and clearly communicate information. Adept at delivering compelling artistic solutions in deadline-driven environments, according to strict standards. Stay up-to-date on design trends and partner with team members to drive top-quality deliverables while adapting to ever-changing needs of clients.

Core Competencies

Design: Animation and Motion Graphics, Branding, Digital Marketing, Icon Design, Infographic Design, Illustration, Typography, Layout, Logo Design, Presentation Design, Print Production, Videography

Software: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere, AfterEffects), Cinema4D, HTML and CSS, Microsoft Office (Word, Excel, PowerPoint)

Professional Experience

ST. LOUIS REGIONAL CHAMBER, St. Louis, MO

May 2018 – Present

Marketing Designer

Partner with staff and vendors to maintain consistent brand standards and visual identity across Chamber collateral, including website, social media, advertising, printed materials, promotional items, reports, and publications.

- Provided ongoing support for the Chamber's COVID-19 response and resulting pivot to digital event platforms by developing materials such as infographics on health guidelines for businesses, slide decks for reoccurring briefings and webinars, and branded motion graphics for online video content.
- Increased interest in programs by designing eye-catching and professional reports clearly displaying the Chamber's achievements and successes, reinforcing the organization's key role in regional economic development and building support among members and investors.
- Produced infographics detailing the Chamber's stance on Missouri's Medicaid Expansion ballot initiative with a full-page ad in the St. Louis Post-Dispatch and graphic assets for a social media campaign.
- Re-energized annual Arcus Awards event by revamping the event's visual identity with a new logo, typography, color palette, and assets in print, video, and digital media.
- Collaborated with Investor Relations Team to develop a sponsorship sales kit used to generate program and event sponsorship revenue.
- Created branding for several departments and programs, thereby establishing unique program identities, easily recognized as components of Chamber's aegis.
- Reduced turnover time for design work and increased brand consistency by developing templates for graphic assets promoting monthly reoccurring events.
- Established a consistent brand presence in all Chamber presentations by developing set of branded slide deck templates, including photo galleries, data visualizations, and regional maps.

Professional Experience

ST. LOUIS REGIONAL CHAMBER, St. Louis, MO

Marketing Designer

Continued

- Maintained consistent brand identity during website redesign by overseeing visual elements of the redesign process, providing feedback to agency team building new website on Chamber brand standards and department needs, curating and sourcing photography, and building out graphic assets.
- Sourced photography for collateral by commissioning and art directing a shoot of regional landmarks; wrote request for proposals (RFPs) and creative brief detailing imagery and style of photography being sought; assisted in process of hiring photographer from submitted proposals; and provided feedback on work as project progressed.

SELF-EMPLOYED, St. Louis, MO

Oct 2015 – May 2018

Graphic Designer | Production Artist

Served as contractor through Creative Circle and The Creative Group, receiving excellent reviews from clients.

- Established a brand presence for Glideaway, a St. Louis-based bed frame company, at the Las Vegas Market – one of the largest home sourcing expos in the country – by designing posters, billboards, banners, floor decals, and other collateral for their exhibition space.
- Generated sales for new consumer products represented by MindActive, a marketing agency, using photo editing and composition to create appealing product images for e-commerce platforms, product packaging layout, and direct mail material design.
- Adhered to product production deadlines and client brand standards during layout of product specs for Rawlings Sporting Goods' licensed team merchandise, including baseball caps, toys, and other promotional items.
- Created infographic tips for realtors on client relations, sales process, and real estate law compliance for McKissock/Colibri Group's collection of educational materials.
- Functioned as Production Artist during Elasticity's redesign of the Missouri Partnership's website; edited photos and laid out infographics, maps, and charts.
- Supported design and publishing projects at Lion Forge Labs as a Production Artist; laid out ads for publications and designed slide deck templates.

ST. LOUIS ARTISTS' GUILD, St. Louis, MO

Dec 2011 – Jan 2015

Graphic Designer | Communications Coordinator

Managed official communication, including publicity, media inquiries, newsletters, websites, social media accounts, direct mail, and printed materials.

Professional Associations

3D for Designers	2020–Present
American Institute of Graphic Arts (AIGA) St. Louis	2018–Present
Creative Mornings STL	2020–Present
General Assembly	2020–Present
Ladies Wine and Design St. Louis	2019–Present

Education

MARYVILLE UNIVERSITY, St. Louis, MO

Bachelor of Fine Arts in Graphic Design