



Arielle Smith

21870 E Briarwood Dr., #1326
Aurora, Colorado 80016
707.208.4028

EDUCATION

UNIVERSITY OF COLORADO DENVER

Bachelors of Arts, 2020
Digital Design
3.45

QUALIFICATIONS

- Knowledgeable in customer service with 7 years of retail experience.
- Experienced in After Effects, Indesign, Lightroom, Photoshop, Illustrator, and Premiere Pro.
- Experienced in photography, traditional, and digital illustration technique.
- Beginner experience in Maya and basic knowledge of HTML and CSS.
- Detail-oriented with an exceptional skillset in communication, organization, and leadership as evident through academic experience and through my internship as a student director for the CU Agency.

ACADEMIC & INTERNSHIP EXPERIENCE

LA BOHEME VR EXPERIENCE

A collaboration between the Ellie Caulkins Opera House in Denver with the Digital Design program of CU Denver. My team was in charge of the creation of the historical aspect of the VR experience. My particular responsibilities were in the creation of parallaxing and motion graphics for several scenes of our VR project. The gallery exhibition premiered in December 2017 at Red Line gallery in Denver. The article can be found here:

<https://news.ucdenver.edu/cu-denver-partners-opera-colorado-unique-virtual-reality-experience-public/>

RESPONDER STRONG

A non-profit organization supporting First Responders that teamed up with the Digital Design program of CU Denver in May 2019 to create a fresh new look to their brand and promotional collateral. This rebrand required the creation of a new color palette, new logo, social media, and marketing collateral. My responsibility was the creation of the new logo, marketing material, the color palette, and the design style of the photography.

COLLEGE OF ARTS & MEDIA WEBSITE

The College of Arts & Media at CU Denver requested the help of the CU Agency to update and refresh their website. I was responsible for coding simple aspects of the site, crafting iconography, inputting content and information, editing photography, and the organization of the website for accessibility and user experience. The refreshed website can be found here: <https://artsandmedia.ucdenver.edu/>

WORK EXPERIENCE

CU DESIGN AGENCY

JUNE 2017 - NOVEMBER 2019

From mid 2017 until November of 2019 I worked as a student visual arts director at the CU Agency. It was my responsibility to lead a team from the conception to the implementation of client projects. Communication with clients, organization of assets, timeline management, team morale, administrative management, and meetings were my responsibilities in my time with the Agency.

OFFICE DEPOT

JUNE 2014 - NOVEMBER 2016

JULY 2019 - CURRENT

- Print Services Associate
- Sales Associate

DOLLAR TREE

MAY 2011 - MAY 2014

- Cashiering

PROFESSIONAL DEVELOPMENT

INTERDISCIPLINARY ART IN IRELAND (STUDY ABROAD) SUMMER 2015

I studied abroad in Ireland learning the applications of culture, landscape, and installation in conjunction with art.

ArielleSmithDesign.com

AriByDesign@gmail.com