

Brand identity, strategy, and packaging design tallulah@villareal.design www.villareal.design

Recognition

ArtCenter Scholarship Merit Based

September 2017-December 2021

ArtCenter Student Gallery

December 2019–August 2020 7th Gen (Packaging)

2020 Young Ones ADC

Merit Award 7th Gen (Packaging)

Featured on the Dieline.com

7th Gen Laundry Care (July 2020) Mario Badescu (August 2020)

Skills

Strong working knowledge of:

Photoshop, Illustrator, InDesign, Miro, Keynote, and Google Suite

Familiar with:

SketchUp, Figma, Premiere Pro, After Effects, and Dimension

Miscellaneous

Color theory, business strategy, brand strategy, typography, layout, composition, and research

Education

ArtCenter College of Design

September 2017-December 2021

Bachelor of Fine Arts in Graphic Design with a minor in Business

Focused coursework at ArtCenter: Sponsored Transdisciplinary Studio

September-December 2020

Envisioned the future of creative workflow with a team of product and interaction design students for ASUS, a Taiwanese computer company. Worked on brand strategy, conceptualization, and provided art direction for presentations. At the end of the studio, our intellectual property was purchased.

Experience

Dynamic Dynosaur, Junior Designer

March 2022-Present

Worked on projects for the studios main client Fender, as well as Fender's specialty brands. Prepared files for production, designed lookbooks, informational pamphlets, packaging, key art, and content stacks.

ArtCenter College of Design, Teacher's Assistant for ID Graphics January 2020–December 2021

Helped Professor Allison Goodman teach the fundamentals of graphic design to product and transportation design majors. Enhanced student learning by imparting typographic knowledge and expertise while participating in critiques.

Okta, Brand Design Intern

June-September 2021

Designed and updated brand collateral for an access and identity management company. Prepared print and digital files for production, created digital assets, presented work to clients, and participated in the initial exploration of cobranded guidelines with their newly acquired identity management platform AuthO.

ArtCenter College of Design, Teacher's Assistant for Information Design May-August 2021

Helped Professor Allison Goodman, by participating in critiques, answered questions from graphic and interaction design students, clarified what the different data modes are, and worked with students to develop their concepts.

Lincoln High School Snowboard Team, Apparel Graphic Designer

December 2016-December 2020

Designed graphics for hoodies that the team wore outside of competition, made custom illustrations, and called out spot colors for screen printing.

Oregon Zoo, Restaurant Worker

March 2016-January 2019

Worked multiple positions in different locations including customer service, expediting, bussing, and cleaning.

Lincoln Youth Lacrosse, Boys Goalie Coach

May 2017-May 2018

Taught middle school aged goalies, in small groups and one-on-one, the fundamentals. Attended games where I helped goalies through tough mental blocks and taught them about communication and leadership.