

# ADRIANA NAYLOR

## PROFESSIONAL SUMMARY

A seasoned Freelance Graphic Designer with a strong background in art direction and extensive experience in both digital and print media. Proficient in Adobe Creative Suite, typography, and email marketing, with a proven track record of delivering high-impact design solutions for a diverse range of clients. From annual reports and brochures to 164+ page magazines and educational books, I bring a visionary approach to branding, layout design, and marketing collateral. As a Parsons School of Design graduate, I am committed to leveraging innovative design strategies to enhance brand visibility, engage audiences, and drive impactful results.

## SKILLS

- |                            |                             |                         |
|----------------------------|-----------------------------|-------------------------|
| • Adobe Suite CC24         | • Elementor                 | • Facebook Advertising  |
| • Microsoft Office365      | • Apple Keynote             | • Trade Show Graphics   |
| • PowerPoint Presentations | • Figma                     | • CMS                   |
| • Dreamweaver              | • Email marketing           | • Social Media Graphics |
| • Word Press               | • Full Pre-press production |                         |

## WORK HISTORY

### FREELANCE GRAPHIC DESIGNER

#### Visualriot.com

- Designed impactful brochures tailored to client specifications, enhancing visual appeal and brand messaging
- Collaborated with clients to refine design concepts, ensuring alignment with project goals and target audience
- Utilized Adobe Creative Suite to produce high-quality print-ready files, adhering to industry standards
- Managed project timelines effectively, delivering completed designs within deadlines and budget constraints

### FREELANCE GRAPHIC DESIGNER

#### Boca Raton Ballet Theatre

- Designed the annual report layout, ensuring clarity and visual appeal through effective use of typography, color, and imagery
- Collaborated with stakeholders to gather content and align visual elements with organizational goals
- Produced high-quality graphics and illustrations that showcased the organization's achievements and events
- Delivered a polished final product within tight deadlines, maintaining brand consistency throughout the report

**ON-STAFF MARKETING ART DIRECTOR/  
SENIOR GRAPHIC DESIGNER • PRODUCTION ARTIST  
CSI International**

- Designed and produced brochures, marketing collateral, and internal proposals, ensuring brand and visual appeal
- Created targeted e-blasts and digital content, improving audience engagement and conversion rates
- Developed PowerPoint presentations to support sales and internal communications, focusing on clear and impactful visual storytelling
- Managed the design process from concept to final product, collaborating with stakeholders to meet project deadlines and specifications

**ART DIRECTOR • SENIOR GRAPHIC DESIGNER  
Opulence Magazine**

- Designed and produced a 164-page magazine, overseeing layout, typography, and visual elements to ensure cohesive branding
- Developed ad creatives for clients, optimizing designs for both print and digital platforms
- Created event materials including step-and-repeat backdrops and promotional graphics, maintaining brand consistency
- Delivered e-blasts and marketing collateral, aligning with editorial themes and advertising goals

**FREELANCE GRAPHIC DESIGNER  
LXR Marketing**

- Designed visually compelling brochures, e-blasts, and other marketing materials, aligning with client branding and project specifications
- Produced digital assets for social media and online campaigns, boosting client engagement and visibility
- Collaborated with clients to refine project goals, ensuring the delivery of on-target creative solutions within deadlines
- Managed multiple design projects simultaneously, maintaining high standards of quality and accuracy

**FREELANCE GRAPHIC DESIGNER  
European Graphics**

- Designed a 24-page magazine layout, ensuring cohesive branding and high-quality visual presentation

**EDUCATION**

Parsons School of Design/New School For Social Res, New York, NY  
BFA, Graphic Design/ Illustration  
School of Visual Arts. NY, NY

**EXPERIENCE**

- Educational Book Layout and Design
  - Marketing Collateral and Print Materials
  - Ad Creative and Campaign Design
  - Event Invitation and Promotional Materials
  - Magazine Design and Layout Creation
  - Brochure and Catalog Design
- E-Blast Creative and production
  - Presentation and PowerPoint creative
  - Annual Report and Publication Design
  - Step & Repeat Banner Design
  - Social Media Creative

**LANGUAGES**

English/Spanish