

CECILIA ROSE MARMOLEJO

CREATIVE DESIGN & ILLUSTRATION

EXPERIENCE

OAK HILL BRANDS, DOWNERS GROVE, IL — GRAPHIC DESIGN & BRAND MARKETING

May 2021 - Present

Responsible for in-house design and branding management for Oak Hill Brands, as well as its subsidiary companies (Giraffe Bottle, ForFluids, MOGO Mounting Solutions, and ModularHose). Day-to-day responsibilities include:

- Ensuring brand consistency while overseeing in-house production for all promotional needs, including videos, social media, etc.
- Sourcing distributors for merchandise and outsourced printing projects
- Packaging design, catalog/sellsheet/proposal layout design, and other informational inserts
- Design of corporate website, Giraffe Bottle website, and various subsidiary email campaigns

VARIOUS CLIENTS, CHICAGOLAND, IL — DIGITAL DESIGN & CONSULTATION

April 2015 - Present

Freelance design work; providing creative branding solutions both within a team and solo. Includes projects for:

The Morton Arboretum

Creating a social media campaign to be used by CRTI (The Chicago Trees Initiative) in raising public awareness.

Classrules.org

Branding and identity design for an educational organization. Additional consultation on digital accessibility for the website.

STARBUCKS, AURORA, IL — SIGN ARTIST/SHIFT SUPERVISOR

Oct. 2019 - Oct 2021

Produced sign art highlighting drinks and other promotions, driving sales and gaining district-wide attention. Included in the leadership role of Shift Supervisor, responsible for other baristas in the store. Day-to-day activities involved training of new hires, crafting beverages, cash handling, managing inventory, and providing positive customer interaction.

DARK CATT STUDIO, ST CHARLES, IL — GRAPHIC DESIGN INTERN

Sept. 2018 - Mar. 2019

Produced a wide array of web, branding, and print projects for in-house collaborations, and larger video game/media purposes. Ensured brand consistency of Dark Catt throughout, while expanding to sister company DigiKoi.

EDUCATION

NORTHERN ILLINOIS UNIVERSITY

May 2020

- B.F.A. Focus in Visual Communication
- Academic Honors with 3.8 GPA

COLLEGE OF DUPAGE

May 2016

- AAS Graphic Design / Web Design Certificate
- Academic Honors with 3.7 GPA

CONTACT

1.331.643.9505

ceemardesign@gmail.com

ceemardesign.com

TECHNICAL SKILLS

- Current versions of Windows and iOS
- Current version of Adobe Creative Cloud (Illustrator, In Design, Photoshop, Acrobat Pro, etc.)
- Microsoft Office, Google Apps
- Experience with reading and coding HTML and CSS
- Silkscreen/Printmaking

DESIGN SKILLS

- Logo and Identity Design
- Packaging
- Print Layout
- Digital and Traditional Illustration
- Photo Retouching
- Typography
- Web Design
- Motion Graphic Design

MAIN INTERESTS

- Branding and Visual Identity
- Illustration
- Art History
- Volunteer Work/Community Involvement
- Infographics/Visual Information Translation
- Printmaking
- Pop Culture