



AREANNA EGGLESTON

Curious and thoughtful designer & lettering artist with 4+ years of multidisciplinary experience, and a background in operations, hospitality, and public service. Skilled at creating refined designs true to clients' needs and identity; and motivated by being a part of teams working toward expansive visions.

DESIGN EXPERIENCE

FREELANCE DESIGNER & ILLUSTRATOR

2018 – PRESENT

For 15+ clients, develop visual concepts across digital, print and environmental applications. Create event print collateral, brand identities, illustrations, and web graphics. Lay out long-form reports, establishing clear hierarchy and navigation. Curate asset libraries, including photos and illustrations. Collaborate with partners and clients to ensure production specifications and timelines are met; present to clients and maintain long-term client relationships.

GRAPHIC DESIGNER VIS-A-VIS CREATIVE

AUG '19 – JAN '21

Worked with national clients, account managers, and creative directors to conceptualize and build digital, print, out-of-home assets for marketing campaigns. Laid out branded presentations, emails, webpages, one pagers, and signage for retail, restaurants, and housing developments.

USER EXPERIENCE INTERN UNIVERSITY OF WISCONSIN – MADISON

MAY – AUG '19

Planned and carried out WordPress user research; evaluated departmental websites and apps for accessibility; designed suite of templates for UX/UI team project proposals, reports and presentations.

DESIGN INTERN ART & SONS

JAN – MAY '19

Led new restaurant and venue naming research; contributed to visual identity development and fundraising campaigns; ensured display fabrications were to spec; finalized production files for beverage and beauty packaging; shot & edited stop motion animations for film title sequence and social media.

COMMUNICATIONS INTERN MADISON COLLEGE

2018 – 2019

For mentorship program, produced biweekly newsletter, edited handbook, created visual identity. For Office of Equity, Inclusion & Community Engagement, designed promo and day-of materials for events.

TECHNICAL SKILLS

Adobe InDesign, Illustrator, Photoshop, After Effects, HTML/CSS, Procreate, Microsoft Office Suite, Google Apps, Cricut, typography, illustration, copywriting and editing, research, letterpress

OTHER EXPERIENCE

PAGE CHICAGO PUBLIC LIBRARY

2021 – PRESENT

CONFERENCE PROGRAMS & OPERATIONS ASSISTANT IVCF/USA

2014 – 2017

EDUCATION

AAA GRAPHIC DESIGN & ILLUSTRATION MADISON COLLEGE 2019

BA SPANISH & CREATIVE WRITING KNOX COLLEGE 2013