

ELLA ROCK

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ellarockdesign.com

EDUCATION

University Of Cincinnati
Aug 2022- Present

Cincinnati, Ohio | Class of 2027
College of Design, Architecture, Art, and Planning
Communication Design Major, Psychology Minor, 3.9 GPA
Participating in the Professional Practice Program, alternating semesters of classroom study with work in the field of design.

University of the Arts
Fall 2025 (present)

London, UK | Study Abroad Semester
Studying branding at University of the Arts London

Brownsburg High School
July 2018-May 2022

Brownsburg, Indiana | Class of 2022
4.2 GPA, Academic Honors Diploma

SKILLS

Adobe | Illustrator, InDesign, Photoshop, After Effects
Figma Prototyping
Miro
Cinema 4D
Microsoft Suite
Design Research Methods
DSLR Photography
Basic HTML/CSS
Spanish Proficient

Design Co-op
Moxie Sozo
Boulder, CO

Design Co-op
TIER1 Performance
Covington, KY

WORK EXPERIENCE

Summer 2025 | 1 Co-op rotation
Developed brand identities and packaging across 4+ CPG clients. Produced strategy-backed concept explorations in alignment with client briefs and extended branding across new packaging SKU's. Planned and executed minute-long agency highlight reel.

Spring 2024 | Fall 2024 | 2 Co-op rotations
Developed strategy-driven visual and motion design assets for 8+ clients and internal teams at a learning and organizational consulting firm. Produced 5 motion videos and 30+ slide decks that advanced client programming and company initiatives.

AWARDS + INVOLVEMENT

UC Dean's List
Indiana XC Academic all-state

Design for America (see below)
Girls Rock! Indianapolis
Indiana Calligraphy Guild
National Honor Society
National Art Honor Society

Substitute Teacher
Brownsburg Schools
Brownsburg, IN

Design Intern
Rose Promotions
Brownsburg, IN

Dec 2022-Aug 2025 | Seasonal, ongoing
Substitute taught grades K-5, including special education and behavior-support. Delivered teacher lesson plans while maintaining routines, building quick rapport with students, and adapting to classroom challenges.

Aug 2021-July 2022 | Part-Time internship
Designed custom apparel and promotional products for schools, sports teams, and businesses; created a 54-design catalog to streamline high-demand orders and produced social media content to promote offerings.

EXTRACURRICULARS

Studio Lead
Design for America
Aug. 2022-Present

Facilitates design-thinking sprints with 20+ members to address campus and community social issues through research synthesis, expert interviews, and structured ideation. Coordinates a 5+ person leadership team to deliver high-impact programming.