

EDUCATION

University of Illinois at Urbana-Champaign
BFA in Graphic Design
Film Production + Art History Minor
Lorenzo de' Medici (LdM) Florence, Italy
Graphic Design Program

EXPERIENCE

SKILLS

Technical
Illustrator
Photoshop
InDesign
Premiere
Figma
Lightroom
Procreate
MailChimp

Other
Branding Systems
Project Management
Customer Service
Microsoft / Google Suite
Digital Marketing
E-Commerce
Typography

kendallarellano.com
kendallalese@gmail.com
+1 (773) 597-8969
Chicago, IL

Design Assistant Chicago, IL 09.2024-
Anthony Gallery Present

Execute all design tasks and ensure cohesive branding across digital and print materials. Provide customer service by assisting gallery visitors and ensuring a welcoming environment. Contribute to digital marketing efforts by creating visually compelling content, managing social media campaigns, and maintain the gallery's website, optimizing it for user experience and marketing e-commerce initiatives.

Designer Champaign, IL 01.2024-
Krannert Art Museum 05.2024

Demonstrated strong attention to detail in executing multiple logistical tasks crucial for the museum's success. Played a key role in the marketing team by developing and implementing promotional designs, including digital banner ads and posters, that aligned with the museum's branding guidelines and effectively enhanced its public outreach and engagement.

Social Media Assistant Champaign, IL 08.2023-
College of Fine and Applied Arts 08.2024

Managed the Facebook and Instagram social media platforms for the college, tailoring content strategies to align with the distinct needs and demographics of each platform. Achieved a growth of over 400+ new followers on Instagram through active engagement strategies.

Junior Designer Chicago, IL 05.2020-
Intuit Art Museum 08.2020

Collaborated with 14 interns in the Intuit Museum's youth program to develop and execute a dynamic social media campaign for the "Intuiteens" Instagram page, including designing engaging graphics. Conducted a comprehensive analysis of outsider artists and led an interactive Zoom workshop for 20 Chicago youth, deepening their understanding of outsider art.