

CARO ARREDONDO

Graphics & Layout Designer

CONTACT

 www.designsbycaro.com

 caroarred@utexas.edu

EDUCATION

**Bachelor of Fine Arts
in Design**
University of Texas at Austin
2021–2025

IB Diploma
El Dorado High School
2017–2021

EXPERTISE

- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Lightroom
- Canva
- Figma

SKILLS

- Graphic Design
- Photography
- Image File Editing
- Digital Print Production
- Data Analytics for Advertising & PR Badge

LANGUAGE

- English
- Spanish

ABOUT ME

Caro Arredondo is a first-generation Mexican-American from the U.S.–Mexico borderlands. She is passionate about print and publication design. Her work often focuses on cultural preservation, storytelling, and visual activism, with an emphasis on amplifying diverse voices.

WORK EXPERIENCE

Apricity Magazine

2024–2025

Design Director

- Led a team of three designers in conceptualizing and developing the visual theme and layout design for the literary and visual arts magazine at UT Austin.

Herb Kelleher Entrepreneurship Center

2023–2025

Student Creative Assistant

- Designed digital and print materials, including brochures, website updates, and social media content for business network events and startup pitch competitions.
- Contributed to marketing campaigns and visual identity development through team meetings and brainstorming sessions.

Freelance Design

2022–present

- Designed the logo and brand identity for Roll-in Flautas, a local restaurant in El Paso, TX.
- Created digital and print assets for Tacos Don Cuco and Roll-in Flautas, including photography, video, social media content, training materials, and recipe books.
- Currently designing the logo and website for Hillcountry Home Staging, a startup specializing in real estate staging services.

Spark Magazine

2023

Layout Designer

- Collaborated with a multidisciplinary creative team to conceptualize and develop editorial stories focused on art, culture, fashion, and design.
- Spearheaded the design of multi-page layouts, ensuring each spread was visually engaging and aligned with the magazine's narrative and aesthetic.

Texas Performing Arts

2021–2022

Student Graphic Designer

- Assisted the Senior Graphic Designer in producing web posters, banners, and thumbnails for events at Bass Concert Hall and McCullough Theatre, ensuring alignment with TPA brand guidelines