

Marcela Royo

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Innovative Graphic Designer with expertise in creative marketing, branding, product design, and video production. Skilled in UX/UI and content creation across digital, video, and print, with a strong eye for design and storytelling. My passion for art fuels my ability to tell stories both visually and in writing and I'm constantly exploring new inspiration to bring fresh ideas to my work.

Experience

Designer, Marketing Creative, E-commerce

2024-Present

Associate Designer, Marketing Creative, E-commerce

2022-2024

GETTY IMAGES - World leading visual content provider.

- Responsible for creating visually compelling designs that enhance company's brand identity and drive customer engagement across various digital platforms
- Develop visual assets for marketing campaigns across multiple channels, including paid social, email, and landing pages that align with our strategic objectives
- Work closely with cross-functional teams, including digital marketing, product, and e-commerce, to conceptualize and execute design solutions that meet business goals
- Collaborate with Creative Director to create branded materials for product launches, promotions and sales, and seasonal campaigns
- Stay updated on industry trends and competitor activities to inform design decisions and keep our brand relevant and engaging
- Iterate on designs based on feedback from team members and stakeholders, ensuring final outputs meet project specifications and timelines
- Organize and maintain a library of design assets, ensuring easy access and efficient workflow within the team
- Design and optimize website graphics and user interfaces to enhance the overall user experience and drive sales for AI products
- Ensure Getty Images and iStock brand guidelines are implemented consistently across all channels to create a cohesive body of marketing materials
- Design and select imagery with a global point of view, relying on regional guidance spanning over 30 regions to explore a variety of perspectives

Art Direction Intern

2021

HARPER'S MAGAZINE - Award-winning national monthly magazine of literature, politics, culture, and the arts.

- Oversaw electronic page layout, color separation and administrative tasks for the archives, readings and new books sections of the magazine
- Conducted art and photography research to identify inspiration and pertinent works to complement the respective monthly editorial content; researched and supervised continuous list of art exhibitions to be paired with the reading section
- Collaborated with freelancers (e.g., artists and photographers) to acquire both commissioned and existing content for the magazine and acquired all necessary permissions from artists/authors
- Redesigned layout of monthly, national e-newsletter to achieve a more modern look and better align with the magazine's brand; distributed to 86K subscribers and achieved a 34% open rate
- Multitasked, working on several projects at different points in the process simultaneously, always maintaining flexibility with constantly changing expectations and deadline

Communications & Digital Art Direction Intern

2020

ARTFINDER - International, online art marketplace where artists can sell works in various mediums.

- Designed editorial layout for 2020 Impact Report, outlining socioeconomic and environmental community impact
- Executed a company-wide social media audit in effort to optimize company's social media presence, organizing content and tracking engagement; followers increased by 12.5%
- Created and scheduled engaging Instagram content for special initiatives (e.g., Bcorp Week, International Women's Day) utilizing Adobe Photoshop and Adobe Illustrator; resulting in ~200 likes, 5-10 comments, and 2-5 reshares per post on average

Education

AMERICAN UNIVERSITY

Bachelor of Arts in Journalism with a minor in Graphic Design

Skills

Operating Systems [Windows, Mac OS X, iOS]
Web [Wix, Square Space, SEO]
Design [Figma, Adobe Creative Suite [Photoshop, InDesign, Illustrator, and AfterEffects]
Programming Languages [basic HTML, CSS]
Photography [35mm, digital]

Languages

English [native] Spanish [fluent]