



Marcela Royo

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Multidisciplinary Graphic Designer with 4+ years' experience in driving branding, creative marketing, and digital experiences for globally recognized e-commerce brands. Comfortable owning creative from strategy through final production across brand identity, lifecycle and product launch marketing, web & UX/UI design, and video production for paid and organic media. Skilled in balancing brand rigor with fast-moving, cross-functional environments. Passionate about art, culture, and thoughtful design that communicates with clarity and craftsmanship.

Experience

Designer, Marketing Creative, E-commerce

2022-Present

Promoted from Associate Designer, Marketing Creative, E-commerce

2024

GETTY IMAGES - World leading visual content provider.

- Drive integrated print and digital marketing campaigns, including email, paid social media, landing pages, and promotional assets to support global product launches and life cycle marketing campaigns.
- Translate creative briefs into compelling visual concepts from research and ideation through delivery and implementation, producing a full asset suite—emails, landing pages, on-site marketing and both paid and organic social media—for major product launches across both Getty Images and iStock brands.
- Collaborate with Creative Director, integrated marketers, product managers, and cross-functional stakeholders to deliver projects contributing creative to initiatives focusing on customer acquisition, retention and win back programs supporting incremental revenue targets.
- Produce video and static social assets for large-scale paid media testing, including a multi-round iStock paid social relaunch (60+ assets) that supported significant gains in campaign efficiency and audience performance.
- Design and optimize marketing landing pages for product launches, including Generative AI landing pages across iStock and Getty Images, to improve product positioning, price testing and strengthen feature credibility.
- Research pop culture and emerging design trend to inform creative direction, while piloting exploration on new tools and software like Figma Buzz to standardize templates and accelerate static social production.
- Apply Getty Images and iStock global brand standards across campaigns adapted for more than 30 international markets to produce engaging visual communications across all channels, ensuring a cohesive brand experience.

Art Direction Intern

2021

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

- Conducted extensive art and photography research to source compelling imagery and visual references that complemented monthly editorial content, including maintaining an ongoing archive of exhibitions and artists.
- Collaborated with editors, designers, photographers, artists, and freelance contributors to commission and acquire artwork while securing image rights and permissions for publication.
- Performed quality control on Adobe InDesign layouts for the magazine's *Archives*, *Readings*, and *New Books* sections, ensuring formatting, typography, and color reproduction aligned with print production standards prior to publication.
- Redesigned the magazine's monthly e-newsletter to modernize its visual presentation and strengthen brand consistency, contributing to communications reaching more than 86,000 subscribers.
- Managed multiple editorial projects simultaneously, balancing shifting priorities and production deadlines within a fast-paced publishing environment while maintaining meticulous attention to detail.

Education

AMERICAN UNIVERSITY

Bachelor of Arts in Journalism with a minor in Graphic Design

Skills and Languages

- Areas of Design: Branding, Visual Identity, Creative Marketing Design, Email Design, Website Designs, UX/UI, Video Production, Social Media
- Design Software: Figma, Adobe Creative Suite [Photoshop, InDesign, Illustrator, and AfterEffects], Canva
- Photography: 35mm, digital
- English [native] Spanish [fluent]