



# ARIANA RAE CHALIFOUR

DESIGNER

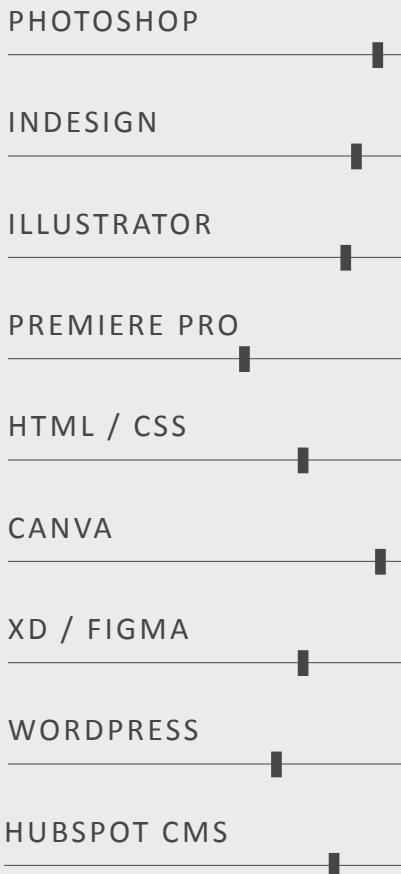
## PROFILE

Enthusiastic and motivated designer with over eight years of experience in various areas of graphic design, entrepreneurship, marketing, web design and UI/UX. Adaptable and transformational design thinker skilled in the marriage of content and storytelling, implementation of scalable design systems, and data-driven design.

## CONTACT

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-  arianachalifour@gmail.com
-  arianaraedesigns.com

## SKILLS



## EDUCATION

- 2020 • **BA in Graphic Design with a concentration in Web Design**  
*Southern New Hampshire University*  
Summa Cum Laude 4.0 GPA, President's List  
Member of Alpha Sigma Lambda Honor Society

## UDEMY CERTIFICATES

- *HTML5 and CSS3* • *PHP +* • *Adobe InDesign CC*

## EXPERIENCE

- 2020 - Present • **Designer**  
*Burnalong*
  - **Design Thinking** - Crafted an intuitive user interface and all marketing assets for Burnalong+, a multi-million dollar initiative.
  - **Brand Development** - Drove the rebranding of Burnalong's visual identity and website, updating hundreds of assets to elevate the brand and increase user engagement.
  - **Marriage of Content and Storytelling** - Designed marketing collateral, including web and social media assets, infographics, ebooks, slide decks, and video content, to convey brand messaging and drive engagement.
  - **Scalable design systems** - Streamlined design processes across teams through templates, Asana forms, and a centralized digital asset hub. Developed programmatic landing pages with HubDB for thousands of clients and partners.
  - **Data-driven design** - Developed a revenue-generating B2B website in Hubspot. Boosted email clickthrough rates via AB testing in Customer.io/Braze, and designed in-app notifications resulting in a 10% increase in platform user conversion.
  - **Leadership** - Assembled and directed a team of freelancers and a design intern, integrating various systems, including Trello, Notion, Asana, and Miro.



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## EXPERTISE

GRAPHIC DESIGN  
WEB DESIGN  
UI/UX DESIGN  
DIGITAL DESIGN  
BRANDING  
MARKETING & SEO  
VIDEO EDITING  
SOCIAL MEDIA AUTOMATION

## QUALIFICATIONS

MOTIVATED  
INNOVATIVE  
DETERMINED  
DETAIL-ORIENTED  
ADAPTABLE

## INTERESTS



## EXPERIENCE CONTINUED

2018 -  
2021

### Founder and CEO

*PopnPrints*

- **Business development** - Launched an Etsy shop with a focus on digital and print product design. Demonstrated proficiency in creating mock-ups for product photography, writing engaging product descriptions, and providing exceptional customer service.
- **Project management** - Oversaw end to end process from drop-shipping services to all client needs.
- **Digital product design** - Designed logos and typography posters using Adobe Illustrator and exported high-definition digital assets for posters with Photoshop.
- **Marketing and SEO** - Utilized Pinterest and email marketing strategies to increase brand visibility and customer engagement, with a strong understanding of Google Analytics and SEO.

2016 -  
2020

### Founder and CEO

*Charmfril*

- **Product development** - Executed product design from prototyping to final product and successfully launched an Etsy shop. Leveraged Wordpress for website design and development. Cultivated partnerships with manufacturers for product implementation.
- **Branding** - Developed a cohesive brand strategy targeting specific audiences using Adobe Creative Suite to design logos, business cards, newsletters, catalogs, and vector graphics.
- **Marketing** - Used Mailchimp for email marketing, and Pinterest, Instagram, Facebook, and Twitter for social media marketing. Relied on Adobe Premiere Pro and iMovie for product videography. Created a comprehensive press kit.
- **Prioritization and multi-tasking** - Managed all aspects of the business including tracking and organizing in Quickbooks and Trello. Basic Google Analytics Implementation and SEO.
- **Accomplishments** - Drafted two provisional patents and featured in Girls' Life Magazine. Invited as an attendee to the WWDMAGIC trade show in Las Vegas.