

# MARIELA VICTORIA

Brand Identity Designer · Visual Systems · Digital Artist

bymarielavictoria@gmail.com · (970) 825-3707 · Phoenix, AZ · marielavictoria.portfolio.site

## PROFILE

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Brand identity and visual systems designer with 7+ years building minimalist, cohesive brand ecosystems across digital and physical touchpoints. Delivered end-to-end identity, environmental, and campaign design for clients including Atlantic Records, Disney, Audible, Hash Kitchen, and Skyward Construction. Also a digital artist working at the intersection of nostalgia, contemporary design, and emerging Web3 creative platforms.

## EXPERIENCE

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### Brand Identity & Visual Designer

2018 to Present

Freelance

Phoenix, AZ

- Delivered 50+ brand identity systems, translating client business goals into scalable logo architecture, typography hierarchies, color systems, asset libraries, and formal brand guidelines documentation.
- Drive creative strategy and brand positioning while executing visual solutions across UI/UX, web design, email design, social media, and campaign design, ensuring cohesive multi-channel brand presence.
- Design packaging, retail graphics, environmental branding, and print collateral aligned with production workflows, vendor specifications, and clean file handoff standards.
- Manage 4–6 concurrent client engagements from discovery through final production delivery, partnering with marketing teams and stakeholders to align brand strategy with execution across digital and physical touchpoints.
- Maintain 90%+ on-time delivery across project lifecycles ranging from 2 weeks to 6 months, with structured discovery, design iteration, and refinement phases that minimize revision cycles and protect creative quality.
- Built a referral-driven client pipeline with 60%+ of new business coming from repeat clients and word-of-mouth, sustaining steady project flow without paid acquisition or agency representation.

## SELECTED PROJECTS

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### Skyward Construction Group · Brand Identity · 2023–2025

Built a complete visual identity system: logo architecture, typography hierarchy, color palette, asset libraries, and brand guidelines. Developed cohesive web, social, campaign, and merchandise assets that strengthened brand recognition and enabled scalable cross-platform growth.

### Hot Yoga Sugar Land · Brand Identity · 2025

Designed a scalable brand system that increased visual consistency across web, signage, email, and merchandise. Delivered a comprehensive brand toolkit structured for expansion and long-term consistency.

### Alitiko · Environmental Mural · 2022–2023

Conceptualized and illustrated a large-scale retail mural to elevate in-store brand experience. Prepared production-ready files aligned with environmental scaling, installation requirements, and vendor coordination.

## CAPABILITIES

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### BRAND & IDENTITY

Brand Systems  
Logo Design  
Typography  
Color Systems  
Brand Guidelines  
Visual Identity

### DESIGN OUTPUT

Packaging  
Print Collateral  
Environmental  
Campaign Design  
Social Assets  
Email Design

### DIGITAL & WEB

Web Design  
UI/UX  
Responsive Design  
Web3 Creative  
Digital Art  
Illustration

### TOOLS & AI

Figma  
Illustrator  
Photoshop  
InDesign  
Claude  
Midjourney

## EDUCATION

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Metropolitan State University of Denver, Graphic Design coursework toward A.A.S. · 2018–2019