

Adriana Alcala *She/They*

Phone: (616) 337-9865 * email: aadriana@umich.edu * Portfolio: adrianas.studio

Designer and visual storyteller with 5 years of experience creating brand enhancing digital assets utilizing Adobe In Design & Premiere Pro, specializing in video production, web design, creative problem solving & collaboration.

Education

BFA in Art & Design *University of Michigan * Ann Arbor, MI * May 2022* Minor in Women & Gender Studies

Art & Design Experience

Resident Artist & Intern *Wildling Collaborative Arts * Eugene, OR * Jan 2026-Present*

- Produces on-brand content, oversees brand & marketing strategy.
- Maintains studio operations to support studio needs, members, & assists in teaching classes.

Gallery Educator *U of M Museum of Art * Ann Arbor, MI * Sep 2022-Apr 2024*

- Designed print & digital educational materials for event programs, leading to substantial growth in audience engagement & learning at the museum.
- Produced video content of the museum for classroom visits to promote a sense of growth & belonging.

Designer *Detroit Neighborhood Entrepreneurship Project * Ann Arbor, MI * Apr-Aug 2022*

- Designed a brand, website, newsletter & social media templates for client in the wellness industry. Presented client with new assets based on research, with access and sustainability for digital campaigns in mind.
- Specialized in research regarding licensing for typography, tailored to specific client's use & budget.

Exhibition Assistant *Prison Creative Arts Project * Ann Arbor, MI * Mar-Aug 2022*

- Curated exhibition website themes. Designed for accessibility & UX for visually impaired & virtual guests.

Other Experience

Manager on Duty *Eugene Family YMCA * Eugene, OR * Oct 2024-Present*

- Fosters a welcoming atmosphere through exceptional customer service & team management building brand value & supporting key initiatives. Manages & prioritizes facility operations, community events, admin duties & staff to ensure operational excellence.

Camp Lead *Ann Arbor YMCA * Ann Arbor, MI * July 2022*

- Taught all aspects of video production with an emphasis on community engagement to youth. Lead students through independent projects building on skills learned.

Community Outreach & Engagement Intern *Stamps Gallery * Ann Arbor, MI * Jun-Sep 2021*

- Organized the 2021 Stop Think Resist: Student Poster & Video Exhibition from Jury selection, artist coordination, external printing, exhibition design, & programming.

Program Assistant *Trotter Multicultural Center * Ann Arbor, MI * Oct 2020-Mar 2022*

- Captured video documentation for virtual programming, used for internal training. Produced a virtual tour which expanded outreach during the pandemic.

Skills

- Graphic design
- UI & UX design strategies
- Identity & Branding
- Figma
- Community programming
- Collaboration
- Customer service
- Canva
- Adobe InDesign, & Premiere pro
- Video production
- Digital marketing campaigns
- Photography