



Arleigh Curry

GRAPHIC DESIGNER

MY PROFILE

A distinguished graduate with academic honors in Creative Advertising from the University of Miami, I excel in artistic expression with a focus on design, packaging, branding, and creative direction. I have real-world, hands-on experience in creating graphics and supporting operations for branding and marketing efforts across a variety of media platforms.

CONTACT INFO

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My Websites

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in Arleigh Curry
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WORK EXPERIENCE

- NF Skin** 2022 - Present
Sr. Graphic Designer
 - Created new branding identities, logos and packaging for B2B clients of private label skincare and wellness company.
 - Collaborated with clients to deliver customized solutions that consistently met and exceeded expectations.
 - Spearheaded the development of in-house branding initiatives including revised product catalog and other marketing items.
 - Managed project assignments, FDA compliance review, and quality control for graphics within the label review department.
 - Supported sales, marketing and fulfillment teams.
 - Served as graphic designer for MyHempRX for three prominent brands in the wellness and skincare sector. Cultivated impactful social media presence and crafted compelling marketing materials such as flyers, emails, and digital banners.
- Aventure Capital – SoBe Vegan** 2020 - 2021
Jr. Graphic Designer
 - Prepared digital and printed marketing, branding, and promotional presentations for newly launched restaurant group such as brochures, stationery, menus, and social media graphics.
 - Designed, conceptualized, and executed digital graphics for social media, website, blog, and emails.
 - Photographed products, staff, customers, and influencers for social media and website posts.
 - Engaged social media influencers for on-site brand promotions.
- Penn Medicine Princeton** 2015 - 2017
Front Desk Receptionist
 - Assisted guests and patients in utilizing hospital resources.
 - Operated hospital information systems.

AWARDS

- AAF District 4 ADDY Awards**
3 Gold and 2 Silver Awards
- AAF Miami ADDY Awards**
10 Silver Awards
- University of Miami**
President's Scholarship | President's & Provost's Honor Roll & Dean's List

MY EDUCATION

- University of Miami**
BS in Communication
 2017 - 2021
 Bachelor of Science in Communication - Major in Creative Advertising & Minor in Media Management - GPA: 3.85
- George School**
International Baccalaureate Diploma
 2013 - 2017
 Received an IB Diploma and earned recognition on both the Honor Roll and Head of School's List.

EXPERTISE

- Adobe Suite**
 PHOTOSHOP, ILLUSTRATOR, INDESIGN, PREMIERE PRO, LIGHTROOM, AFTER EFFECTS ADVANCED
- Microsoft Office**
 WORD, POWERPOINT, EXCEL ADVANCED
- Branding**
 LOGO DESIGN, LABEL AND PACKAGING, TYPOGRAPHY, LAYOUT, PHOTOGRAPHY ADVANCED