Ariel del Pozzo
Product and Graphic Designer

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PROFESSIONAL EXPERIENCE

JORDAN DRESDEN COMMUNICATIONS LLC   **Washington D.C. and New York City Area**
Assistant/Freelance Graphic Designer   **2018-Present**

- Provide a public relations firm with graphic design services on a wide variety of projects on strategic communications initiatives and campaigns. Tasks include designing and completing layouts, creating and refining illustrations, and editing photographs.
- Demonstrate expertise in Adobe Illustrator, InDesign, and Photoshop to meet project requirements and deliver high-quality material for publishing.
- Contribute insights on typography and color selection, ensuring visual appeal and cohesive designs.
- Meet tight deadlines, and maintain a keen eye for detail, resulting in exceptional deliverables.
- Show proficiency in composition and design principles, creating visually compelling layouts aligned with brand identities and style guides.
- Conduct photography on-site and at events for editorial use.
- Respond to client needs in a highly responsive manner, assuring client satisfaction, and maintaining positive working relationships.

Selected Project Experience

- Assisted in a successful rebranding initiative for a $150 million infrastructure expansion of a wastewater treatment facility striving to become a national model for water recovery in Northern Virginia.
- Aided and executed integrated communication outreach plans involving media, social content, advertising, and community outreach to more than 300,000 customers.
- Implemented layout and photo editing for an annual progress report describing the vision, strategy, and goals of the U.S. Department of the Treasury's federal financial management.

DATA ANNOTATION TECH   **Remote**
Data Annotator   **2023-Present**

- Collaborate with teams to refine AI chatbots, providing essential annotations and labeled data to enhance natural language understanding and conversation flow.
- Guarantee adherence to project timelines, resource allocation, and quality benchmarks used in training AI chatbots.
- Prioritize and manage concurrent projects by assessing requirements, and maintaining quality standards.
- Utilize analytical skills to assess the performance of AI chatbots identifying areas for improvement.
- Contribute to the evolution of next-generation AI materials and improve the overall user experience of AI-powered applications.

UNIVERSITY OF COLORADO BOULDER - DIGITAL MEDIA CENTER   **Boulder, CO**
Student Technician/Assistant   **2021-2023**

- Coordinated with more than 600 students with 2D and 3D printing projects, including large-format printing and photography.
- Guided technical support and troubleshooting for software applications, including Adobe Creative Suite and Rhino 3D, and assisted students in creating and refining their designs.
- Collaborated with faculty members to fulfill printing needs and deadlines, ensuring timely and accurate delivery.
- Cultivated strong customer service skills in handling time-sensitive and challenging situations, and met student needs with professionalism and efficiency.

EDUCATION

UNIVERSITY OF COLORADO BOULDER **Boulder, CO**
Bachelor of Environmental Design; Major in Environmental Product Design with Honors **2020-2023**
- Awards: Recipient of Transfer Excellence Scholarship
- Head of Marketing for Industrial Design Society of America Club, CU Boulder Chapter from 2022-2023

NORTHERN VIRGINIA COMMUNITY COLLEGE **Alexandria, VA**
2019-2020

BOROUGH OF MANHATTAN COMMUNITY COLLEGE **New York, NY**
2018-2019

TECHNICAL SKILLS

- Google Suite (Docs, Sheets, Slides, Drive, Forms)
- Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, Adobe Premiere Rush, Adobe Firefly)
- Microsoft Office (Microsoft Word, Microsoft Excel, Microsoft PowerPoint)
- Rhino 3D
- AI Tools