

Ariana Motton

Killeen, TX | 254-661-2993 | staryari.arts@gmail.com | [Linked In](#) | [Portfolio](#)

Professional Summary

Innovative marketer and graphic artist, freelancer, and lifelong learner with over five years of experience in graphic design and illustration, showcasing strong creative and analytical skills. Keen-eyed, detailed, and team-oriented communications professional with strong expertise in Adobe graphic design products.

Education

Bachelor of Arts in Graphic Communications & Entrepreneurship
Texas Woman's University, Denton TX

May 2027
GPA: 4.0

Relevant Coursework: Publication Design, Ad & Social Media Design, Small Business Management

Certifications

- Adobe InDesign 2023, Adobe Photoshop 2022, Adobe Illustrator 2022

Work Experience

President & Membership Coordinator, American Institute of Graphic Arts - Denton, TX Dec 2024 - Current

- Lead and manage the AIGA chapter at Texas Woman's University with a team of bright and innovative designers sparking new connections throughout the student body.
- Facilitate communication between our organization, sister chapters, the DFW headquarters, and university faculty through weekly communications to increase membership retention.
- Directed planning workshops and team-building events, delegate tasks among fellow officers through strategic planning sessions to bolster productivity and efficiency.
- Oversee member satisfaction and involvement as the chapter Membership Director, growing student involvement by 40%.

Freelance Artist, Stary Ari Arts - Killeen, TX February 2022 - Present

- Build ongoing client relationships through consistent communications, delivering products ahead of schedule, and applying sound design principles to address diverse clientele needs, boosting long-term customer satisfaction.
- Designed marketable social media content and merchandise, illustrated immersive characters, world-built creative stories, tracked financials, and performed administrative communication between my clients and my creative team enhancing social media performance by 30%.

Art Summer Camp Intern, Greater Denton Arts Council - Denton, Texas Jun 2025 - July 2025

- Cultivated active learning environments for 20 students aged 9 to 13 by interacting and instructing on art history, methods, and art projects, increasing student knowledge of art and design thinking.
- Collaborated with senior instructors by shadowing during class instruction, gaining a hands-on approach to interactive learning in high intensity environments.
- Facilitated engagement by providing structured activities, supervising, and guiding participants on appropriate techniques and behaviors in and out of the classroom, increasing student self-confidence.

Projects

- Created a magazine called 'True Boriken' using Adobe InDesign to showcase Puerto Rican culture and highlight artisans from the community to amplify marginalized voices.
- Designed a tabloid called 'Kawaii Design' using the Adobe Creative Suite to express my passion for personal style, a multitude of Japanese Harajuku fashion styles, and history for a global audience.
- Redesigned branding for a local wedding business called 'Your Day Officiating', creating a fresh, modern logo package, complete with a sleek and elegant business identity and brand kit.
- Shot a wide array of portraits and landscapes during travels abroad and around the Central Texas area using a DSLR camera and edited images using software such as Photoshop to enhance the digital captures.

Affiliations

- American Institute of Graphic Arts (AIGA), Children of Fallen Patriots Foundation, Crochet Club at Texas Woman's University

Skills

Graphic Communications: Procreate, Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Canva, Carrd

Communications: Adobe Acrobat, MS Word, Excel, MS PowerPoint, Google Forms, Google Sheets, Google Docs

Platforms: Apple, IBM, Android

Creations: .gifs, .tiffs, .pngs, .jpgs, .raw