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ARIANNE DEL RIOS

Graphic Designer

Award-winning Graphic Designer with 15+ years of experience delivering impactful visual solutions across print, digital, and multi-media platforms. Skilled in brand strategy, identity systems, and integrated campaigns that drive engagement and strengthen brand awareness. Experienced in both corporate and agency settings, collaborating with cross-functional teams in industries including financial services, insurance, education, utilities, and non-profits. Recognized for creativity, strong communication, and adaptability in turning ideas into results that make an impact.

Introduction

Thank you for taking the time to explore my portfolio. This collection highlights original illustrations, custom infographics, iconography, and layout designs that reflect my approach to blending creativity with strategy.

I specialize in graphic design and illustration, drawing on color, shape, and composition to create visuals that connect with audiences and leave a lasting impression.

Core Skills

- » Brand Strategy & Visual Systems
- » Logo & Identity Design
- » Illustration & Infographics
- » Photography & Photo Retouching
- » Project Management
- » Cross-Functional Collaboration
- » Strategic Thinking
- » Adaptability & Problem-Solving

Business Efficiency Postcard

BayCoast Bank



Postcard

Scope of Work:

Tasked with designing a postcard to engage customers in contacting the bank about business services, ensuring the design would stand out in daily mail.

My Roles:

Layout design, brand strategy, visual hierarchy, and customer engagement. Collaborated with Creative Services Officer and copywriter to refine the messaging.

Results:

Created an eye-catching, on-brand postcard that successfully engaged customers and encouraged follow-up inquiries.

Context:

Mailer collateral with dynamic design elements, such as flowing shapes and vibrant colors, to catch attention and drive action.

ATM / ITM Wrap Design

BayCoast Bank

Scope of Work:

Collaborated with the Marketing Team to develop a cohesive, visually engaging ITM/ATM redesign reflecting our brand's connection to coastal communities. Incorporated wave-inspired elements to convey fluidity, dynamism, and energy while reinforcing brand values.

My Roles:

Layout design, visual identity, brand strategy, and design implementation. I created mock-ups and final visuals, working closely with the Creative Services Officer, Marketing Team, and executives to ensure brand alignment and impactful messaging.

Results:

The ITM/ATM redesign successfully enhanced brand cohesion and resonated positively with customers, deepening our connection with coastal community members and aligning with the brand's aesthetic.

Context:

Created for digital and physical collateral, the redesign includes ITM/ATM screen visuals, wraps, and supporting print materials. The backgrounds and watermarks utilize wave motifs, embodying our brand's coastal ties and visually illustrating our brand's dedication and values.



ITM/ATM Screen Display Mock Up Layout



Final ITM/ATMs



ITM/ATM 3D Models designed in Adobe Illustrator



ATM Card

Annual Report Layouts

BayCoast Bank

Scope of Work:

In-house production of the annual report to save costs and increase brand alignment. Collaborated with the Creative Services Officer, Copywriter, and members of our branches.

My Roles:

Layout design, brand strategy, editing, and proofreading to ensure professionalism and coherence.

Results:

Saved \$40K in production costs, strengthened internal brand pride, and improved social media engagement with compelling stories and visuals.

Context:

Print and digital formats, working closely with teams across the organization to produce a professional, on-brand report for employees, board members, and stakeholders.



Annual Report Spread Layout Samples

South Coast Chef Banks on a Trusted Family of Financial Solutions



Rachael Gabler Kirbos, known simply as Rae to her family, friends, and clients, is living a happy life. She resides on the South Coast with her husband Stephen and their cat, Lily, and enjoys a fulfilling career as a professional chef. Rae has fond memories of a childhood filled with fantastic food. Whether it was cooking with her grandmother or baking cookies with her parents, Rae was always encouraged to explore the kitchen.



memories close to her heart. Even today, Rae admits she never thought she would turn her culinary interests into a successful career. As a freshman in college, Rae studied Communications but was later encouraged to get back to her culinary roots. Culinary Arts, as it turns out, would be her cup of tea. A 2012 graduate of Le Cordon Bleu in Boston, Massachusetts, Rae now owns RGK Kitchen in South Dartmouth, Massachusetts, a private chef service handling everything from savory creations for bachelorette parties to decadent dinners for two. She works with her husband, who left his job as an environmental legal consultant to help build the business. Rae says they are the perfect team. "One of us loves to cook, the other loves to eat!" Rae first carved out her unique private chef business in 2020 out of necessity. She had been working as a cook for a local dispensary, ensuring accurate dosing for edibles, when non-essential workers were suddenly sent home due to the pandemic. Needing employment, and with some area restaurants closing their doors, Rae decided to use her culinary skills to become a private chef. To her surprise, RGK Kitchen thrived. "The business just exploded!" recalls Rae. It's easy to understand why. She believes in crafting fabulous fare with local, fresh ingredients, right down to the ripe strawberries she often grows in her garden to create a deliciously fruity lemonade that is part of her culinary repertoire. In fact, whether it's meat, wines, or seafood right off the dock, RGK Kitchen's menu offerings are bursting with South Coast flavor, not to mention exquisite presentation.



Chef Rae and her husband run all of this, not from a restaurant or even a warehouse, but from their quaint Southern New England home, a purchase made possible through BayCoast Mortgage. "Rae and her husband had been renting their home for a few years, when the opportunity came along for them to potentially purchase the property. It wasn't an easy road at first," said Marc Walz, Vice President, Senior Loan Officer. That's because Rae was now self-employed and had student loan debt. Her husband had also just left his job to assist with the business full-time. That meant Rae needed to qualify for the mortgage on her own, and she required more time to build up her resources to make that dream purchase a reality. "Owning the business and being self-employed, I knew it wouldn't be easy," adds Rae. "Marc was very patient because I had so many questions. He gave me the roadmap I needed to follow so I could get my finances where they needed to be." Rae's landlord was able to help in the process by being flexible, allowing for extra time to get the deal done. Notes Rae, "we are truly grateful." As it turns out, Rae says her relationship with BayCoast and its Family of Financial Solutions began more than a decade ago when she opened her deposit accounts with BayCoast Bank. Known for its mission of providing exceptional service and solutions for our community, the Bank today proudly

offers 25 convenient branch locations on the South Coast of Massachusetts and Rhode Island. When Rae needed her recent home loan, she says that as a Bank customer, it made sense to reach out to BayCoast Mortgage Company, which is a well-respected, leading lender in the region. As the couple's financial needs expanded to insurance, BayCoast was once again proud to be a trusted resource, providing coverage to suit their unique needs. "We tried many insurance companies," said Rae's husband, Stephen. "BayCoast Insurance was by far the best." Joy DeBaggis, AVP Personal Lines Producer, worked with them offering tailored solutions for protection and peace of mind. Having these financial solutions, all under one roof, ultimately made the customer experience simple and straightforward. As RGK Kitchen continues to grow, Rae says they are looking into potentially expanding their home with additional office space. "We're excited to see what the future holds."



Check Us Out on Instagram!

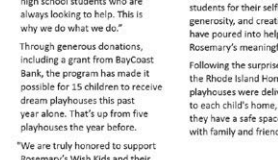
Kids Helping Kids

Local Students Build Dreams and Lasting Memories

Bringing smiles to the faces of critically ill children. That's what Rosemary Bowers is doing right here in our Southern New England community. Her nonprofit organization, Rosemary's Wish Kids, is dedicated to granting wishes for kids and young adults who are facing hospital stays, surgeries, and difficult medical treatments. Encouraged to expand her mission, Rosemary created Wish Houses, a collaborative initiative giving area high school students the opportunity to get involved by building specially designed playhouses for sick children in our community. The Wish Houses are not just play structures - they are symbols of hope and love, handcrafted to match each child's imagination. Whether it's a magical pink castle with a drawbridge, an ice cream shop complete with whipped cream and a cherry on top, a rocket ship ready for a space adventure, or a cozy mountain lodge, each playhouse is a beautiful and personalized creation, matching the hopes and dreams of each child. What makes these Wish Houses even more special is the involvement of high school students here on the South Coast. This past year, teenagers from vocational schools including Diman Regional Vocational Technical High School in Fall River, Massachusetts, and Greater New Bedford Regional Vocational Technical High School in New Bedford, Massachusetts, helped design, build, and decorate these incredible structures. The hands-on experience allowed students to not only build playhouses, but build special friendships, supporting our community in a meaningful way. The students work together to build strong bonds, while creating a lasting impact. The construction process is one filled with compassion, hard work, and dedication. Months before the playhouses are completed, students are paired with a child, learning about their interests and wishes. They then bring those dreams to life through design, craftsmanship, and creativity. When the playhouses are finished, the big moment arrives when a special reveal is planned for the children, who are able to see their playhouses for the very first time. One of the most recent grand reveals held by the organization took place in April 2024, at the Rhode Island Home Show, where the massive playhouses were proudly unveiled. Watching the young builders meet the children they've helped, and the smiles exchanged



between them, was an inspiring and emotional moment. "Seeing the kids' faces, their smiles, I just can't put it into words," said Rosemary Bowers, Founder of Rosemary's Wish Kids. "It's amazing, wonderful, exciting. I do this because you cannot meet these children and their families and not love them. We are fortunate because we have high school students who are always looking to help. This is why we do what we do." Through generous donations, including a grant from BayCoast Bank, the program has made it possible for 15 children to receive dream playhouses this past year alone. That's up from five playhouses the year before. "We are truly honored to support Rosemary's Wish Kids and their



"Seeing the kids' faces, their smiles, I just can't put it into words. It's amazing, wonderful, exciting."

ROSEMARY BOWERS
Founder
Rosemary's Wish Kids

inspiring mission to bring comfort and hope to children facing serious illnesses," said John McMahon, Senior Vice President of Community Engagement at BayCoast Bank. "The Wish Houses built by the talented students in the Fall River and New Bedford areas are beautiful examples of the kindness and impact that can be made right in our own community. We deeply admire the students for their selfless dedication, generosity, and creativity they have poured into helping further Rosemary's meaningful work." Following the surprise reveal at the Rhode Island Home Show, the playhouses were delivered directly to each child's home, ensuring they have a safe space to enjoy with family and friends.

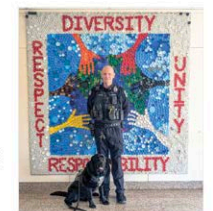
inspiring mission to bring comfort and hope to children facing serious illnesses," said John McMahon, Senior Vice President of Community Engagement at BayCoast Bank. "The Wish Houses built by the talented students in the Fall River and New Bedford areas are beautiful examples of the kindness and impact that can be made right in our own community. We deeply admire the students for their selfless dedication, generosity, and creativity they have poured into helping further Rosemary's meaningful work." Following the surprise reveal at the Rhode Island Home Show, the playhouses were delivered directly to each child's home, ensuring they have a safe space to enjoy with family and friends.

Spreading Pawsitivity!



Check out Raider on Instagram!

What has four paws, a love for treats, and a fan club of more than 2,000 followers on Instagram? It's Raider, the adorable comfort dog spreading joy at Somerset's three elementary schools. Handled by Somerset Police Patrolman and School Resource Officer Brendan Hague, Raider's mission is to bring smiles, comfort, and cuddles to everyone he meets. With the concept of pet therapy growing in many communities, particularly as a result of the pandemic, Officer Hague thought about starting a comfort dog program in Somerset to help students and staff members. He got the idea after seeing a news report about a New Hampshire breeder, Boonefield Labradors, which was donating puppies to police departments throughout New England so they could become trained comfort dogs. Inspired by this heartwarming initiative, Officer Hague brought the idea to the town's Police Chief and the school Superintendent and they were all in! In 2021, Raider joined the Somerset Police Department as a K-9 recruit. Fast forward three years, Raider is now a certified therapy dog, bringing happiness wherever he goes. "Raider has made a huge impact on the kids," Officer Hague shares. "They just light up when they see him. They'll walk by my office and ask if they can give Raider a hug or play with him. That's the best part of my job." Raider's workday kicks off bright and early, greeting students when they arrive at school. After a busy morning of classroom visits, you may find Raider charming the lunch ladies into giving him a snack or two.

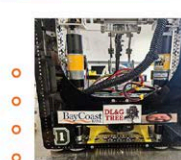


Then it's time to greet more kids as they come in from recess. But that's not all. Officer Hague had a paw-some idea to keep things fun for the students. "I had Raider trading cards printed so the kids can collect them, just like baseball cards! When the kids see me, they'll ask if I have any new trading cards. I also have Raider stickers and jibbitz for their Crocs. The kids love it!" Raider even has his very own special certificate. "The Raider Award is given to students who demonstrate perseverance and respect," adds Officer Hague. If all this wasn't enough proof of Raider's popularity, check out his adventures on Instagram! He's always dressed for the occasion, whether it's a holiday costume or a dapper bow tie on school picture day. When the school day wraps up, Raider is ready for some off-duty play time. "When we get home, he likes to do zoomies and play with his favorite stuffed animals." Officer Hague says he is grateful to BayCoast Bank, which has provided welcome financial assistance for the comfort dog program. "I appreciate their support very much. The donations we receive are so important and help keep the program going."



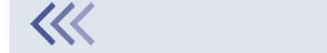
"Raider has made a huge impact on the kids. They just light up when they see him."

PATROLMAN BRENDAN HAGUE
SFS K-9 School Resource Officer
Somerset Police Department



Local Robotics Club, Powered by BayCoast, Takes on the Competition!

BayCoast Bank is thrilled to support the Dartmouth High School Robotics Team, which earned the exciting opportunity to compete in the 2024 Massachusetts State Championship! Our Bank family is proud to sponsor this group of nearly two dozen talented students who are diving into the exciting world of robotics and coding. It's an honor to have our BayCoast logo displayed on their robots, showcasing our commitment to education and innovation right here in our South Coast community. The Dartmouth High School Robotics Club participates in the FIRST Tech Challenge (FTC), a program created by the nonprofit organization to inspire young people to pursue careers in science, technology, engineering, and mathematics (STEM). Through engaging, sports-like robotics competitions, the students not only learn about building robots - they learn about building confidence, self-awareness, and teamwork, while solving complex problems. BayCoast's grant helps the club members purchase essential equipment, allowing them to design and build dependable robots capable of tackling the challenging tasks specially designed by the FIRST Tech Challenge program every year. We're excited to see all they accomplish. Way to go, Dartmouth High School!



Scan to watch the Westport Home video!

New Habitat Homeowners Express Gratitude

"I've been waiting for this all my life, to be called a homeowner. To the volunteers, we thank you for the support and dedication you have shown."

HOLLY
Homeowner
Westport, MA



Scan to watch the Westport Home video!

There's no place like home. Those words, famously proclaimed by Dorothy Gale in the 1939 movie classic The Wizard of Oz, have a special meaning for two grateful new homeowners in Westport, Massachusetts. Their names are Holly and Beronica. The two women, along with their families, now have a beautiful new place to call home on the South Coast, thanks to the Buzzards Bay Area Habitat for Humanity and the nonprofit organization's numerous donors and volunteers. Because of their tireless hard work and dedication, a newly completed duplex - part of a first-of-its-kind affordable home build in this quaint

small town - now stands at 620 Sodom Road. It is here where Holly and Beronica are each the proud homeowners of their own 1,500 square foot unit. "I've been waiting for this all my life, to be called a homeowner," said Holly, a 1989 graduate of Westport High School and life-long resident. "My family is from the Westport area, this is our home base, so I am very grateful to give my kids something I've always wanted. To the volunteers, we thank you for the support and dedication you have shown. I can't say thank you enough."

With soaring prices in the local real estate market, Beronica says having this new home gives her a sense of peace and security. "I work two jobs because the cost of paying rent today is so outrageous. Having this home will take a lot of the stress off



my shoulders. It is a relief knowing I won't have to struggle to pay for my housing and to put food on the table." Each unit of the newly constructed duplex offers three bedrooms, two bathrooms, a living room, a kitchen, and an outdoor deck. The homes were designed with passive, energy-efficient strategies to keep costs low. Both home recipients worked with BayCoast Mortgage, which provided the financing for each unit. "At BayCoast Mortgage, we pride ourselves on our commitment to affordable lending and community development, and we were proud to work with Buzzards Bay Area Habitat to provide both the construction funding for this project as well as the permanent mortgages for the two very deserving new homeowners," said Daniel J. Briand, Senior Vice President of Mortgage Lending at BayCoast Mortgage. "Thanks to Habitat, the families were able to purchase these homes at much less than the market value, making their monthly expenses within reach." BayCoast Bank generously provided financial assistance for another beautiful Habitat home built in

"At BayCoast Mortgage, we pride ourselves on our commitment to affordable lending and community development."

DANIEL J. BRIAND
Senior Vice President
Mortgage Lending



Scan to watch the Norton Home video!

workers, plumbers, and landscapers," said Elyse Creeden. "The entire community pulled together to help us, and I am so very grateful to have been part of this experience." Through Habitat for Humanity, affordable homes are built with volunteer labor, donations of land, money, and materials, as well as hundreds of sweat equity hours the Habitat family put into building their own place. To keep costs affordable, Habitat residences are sold to recipients at no profit. Old Colony Habitat for Humanity serves 24 area towns including Assonet, Attleboro, Bellingham, Berkley, Dighton, East Freetown, Fall River, Foxboro, Franklin, Mansfield, Needham, Norwell, Millis, Norfolk, North Attleboro, Norton, Plainville, Raynham, Rehoboth, Seekonk, Somerset, Swansea, Taunton, and Wrentham. Buzzards Bay Area Habitat for Humanity serves the towns of Acushnet, Dartmouth, Fairhaven, Marion, Mattapoisett, New Bedford, Rochester, Wareham, and Westport.

"At BayCoast Mortgage, we pride ourselves on our commitment to affordable lending and community development."

DANIEL J. BRIAND
Senior Vice President
Mortgage Lending

Customer Appreciation Week Campaign

BayCoast Bank

Scope of Work:

Helped develop a creative campaign to celebrate and thank our “grate” customers, with a playful nod to cheese lovers everywhere: “You feta brie-lieve it!” The central design featured a whimsical cheese grater, cutting board, and cheese to emphasize our appreciation. Campaign elements included posters, postcards, social media graphics, banners, and ITM screens, along with a branded cheese board giveaway as a memorable and heartfelt thank-you gift.

My Roles:

Led layout design, brand strategy, and concept development, creating visuals that embodied customer appreciation. Worked closely with marketing and executive teams to ensure alignment on the campaign’s message and visuals.

Results:

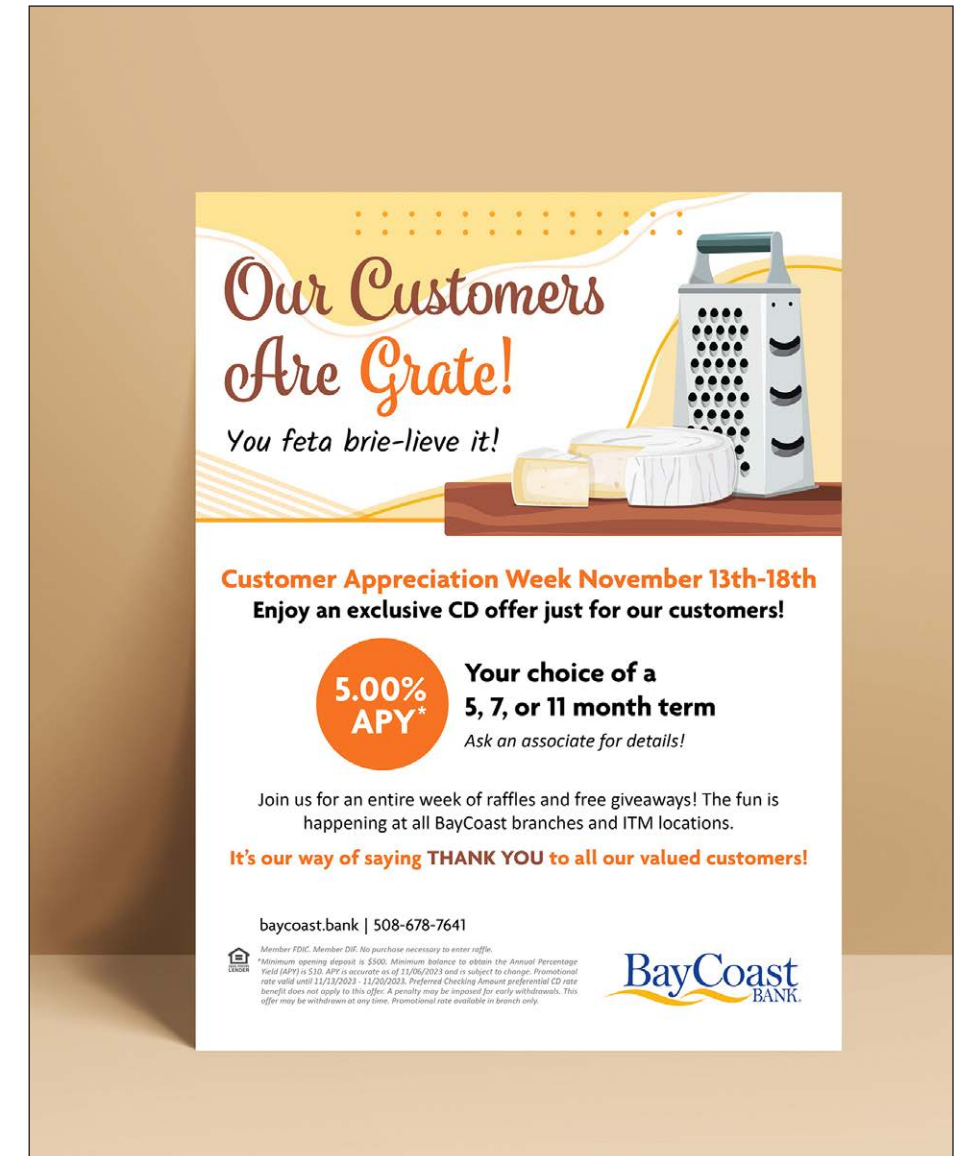
The campaign resonated positively with customers, strengthening loyalty and satisfaction through its engaging and memorable design. Customers received a branded cheese board as a thoughtful thank you gift

Context:

This multi-channel campaign spanned print and digital collateral, reinforcing our customer-focused brand message across various touch-points and enhancing the overall customer experience.



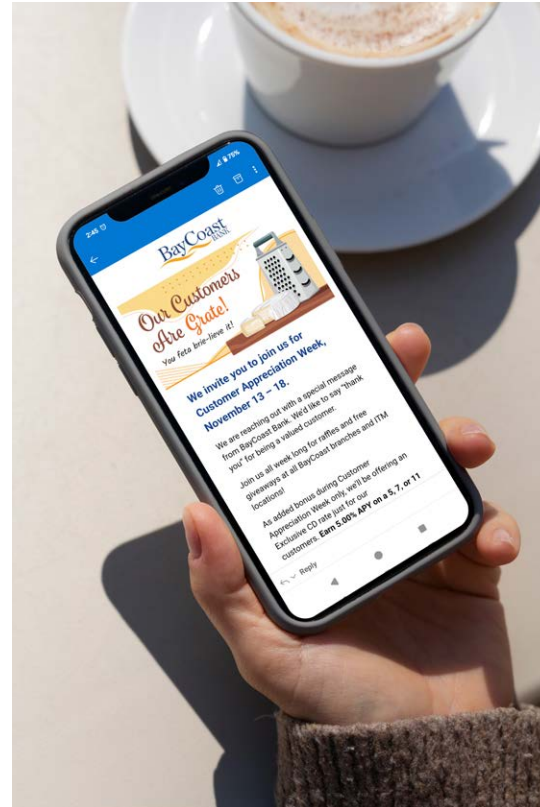
Vinyl Banner



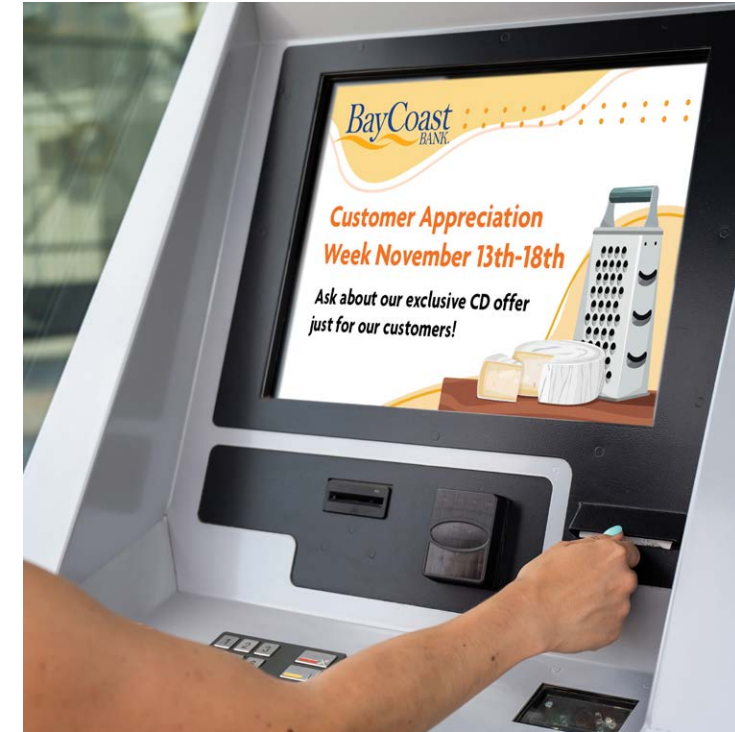
Flyer



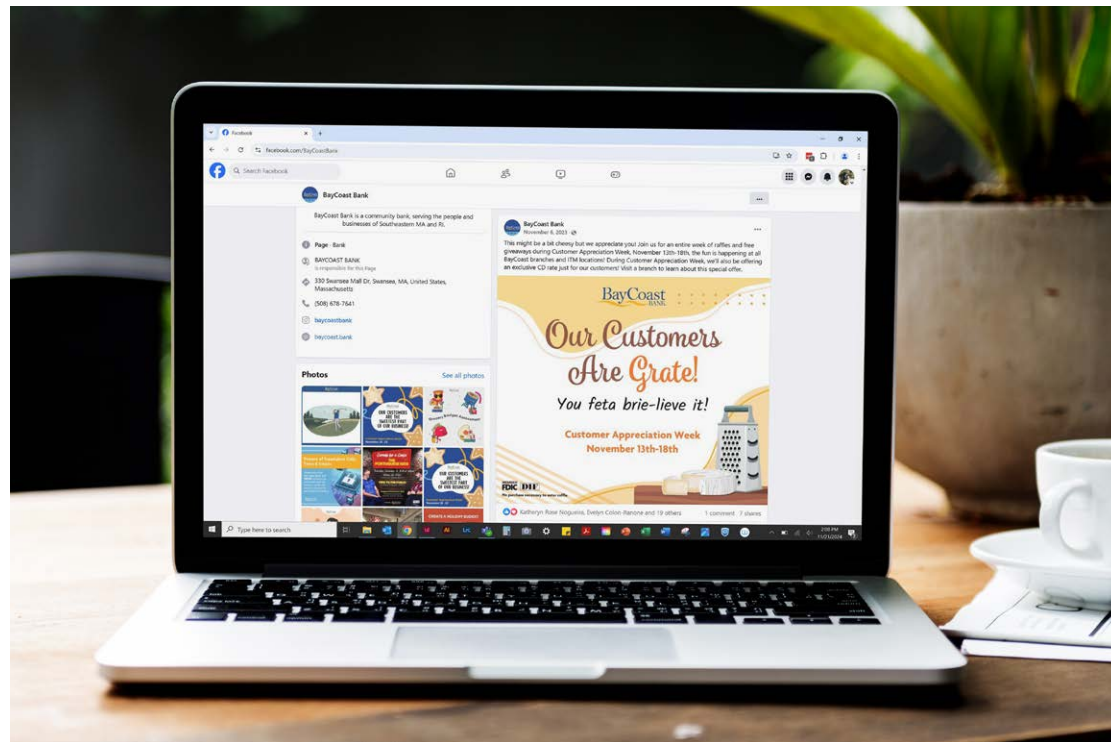
TV Screen Display



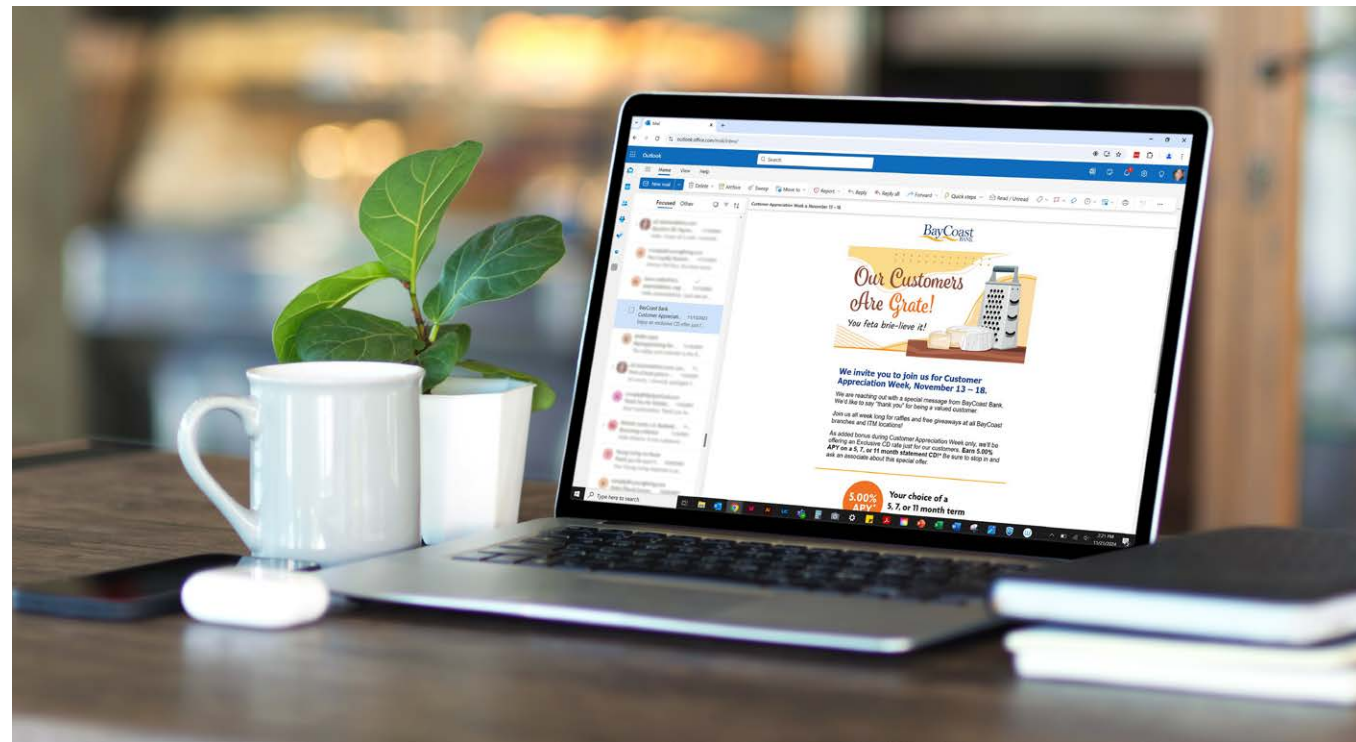
Mobile Ad Layout



ITM Screen Display



Social Media Post



Email Layout

Free Checking Campaign

BayCoast Bank

Scope of Work:

Developed a multi-part campaign encouraging customers to open free checking accounts at our banks.

My Roles:

Visual identity, layout design, and custom illustrations, creating assets that would capture attention. Worked with copywriters, marketing, and executive teams to refine messaging.

Results:

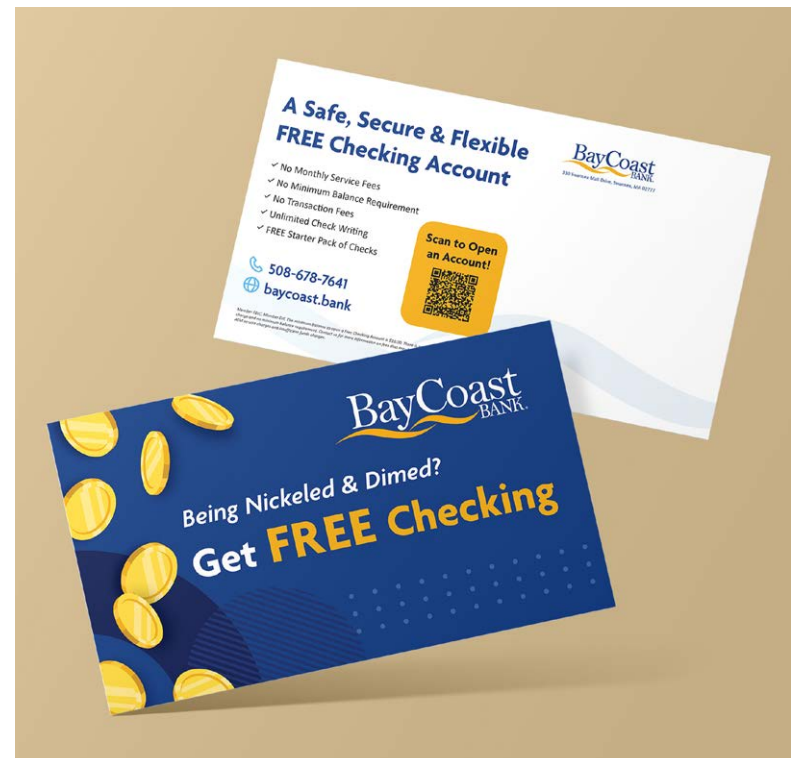
Improved customer engagement by providing accessible bilingual materials, increasing customer interest in checking accounts.

Context:

Designed billboards, flyers, website ads, postcards, and custom materials in Spanish and Portuguese, including QR codes for easy access to account info.



TV Screen Display



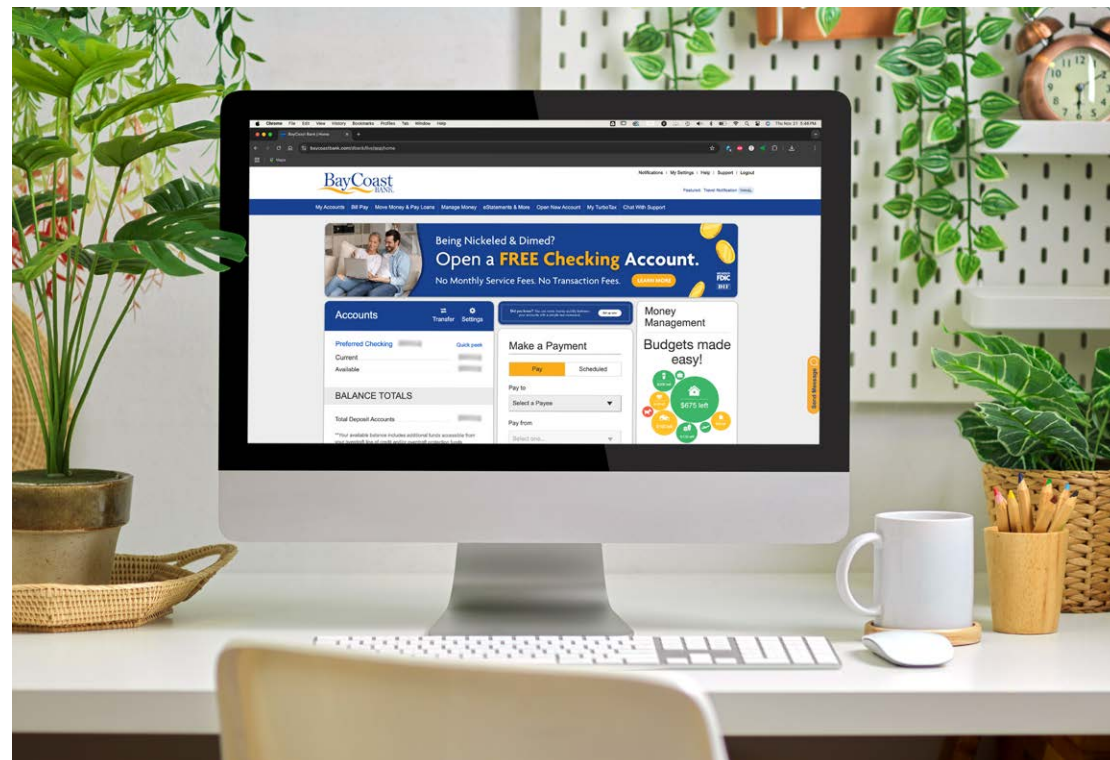
Post Card



Billboard



Flyers



Digital Ads



Other Free Checking Billboards

Redesigned Checkfolio Booklet

BayCoast Bank

Scope of Work:

Tasked with redesigning the customer checkfolio booklet to improve functionality and modernize its look. Collaborated with my manager and copywriter to ensure the new design was simple, informative, and on-brand.

My Roles:

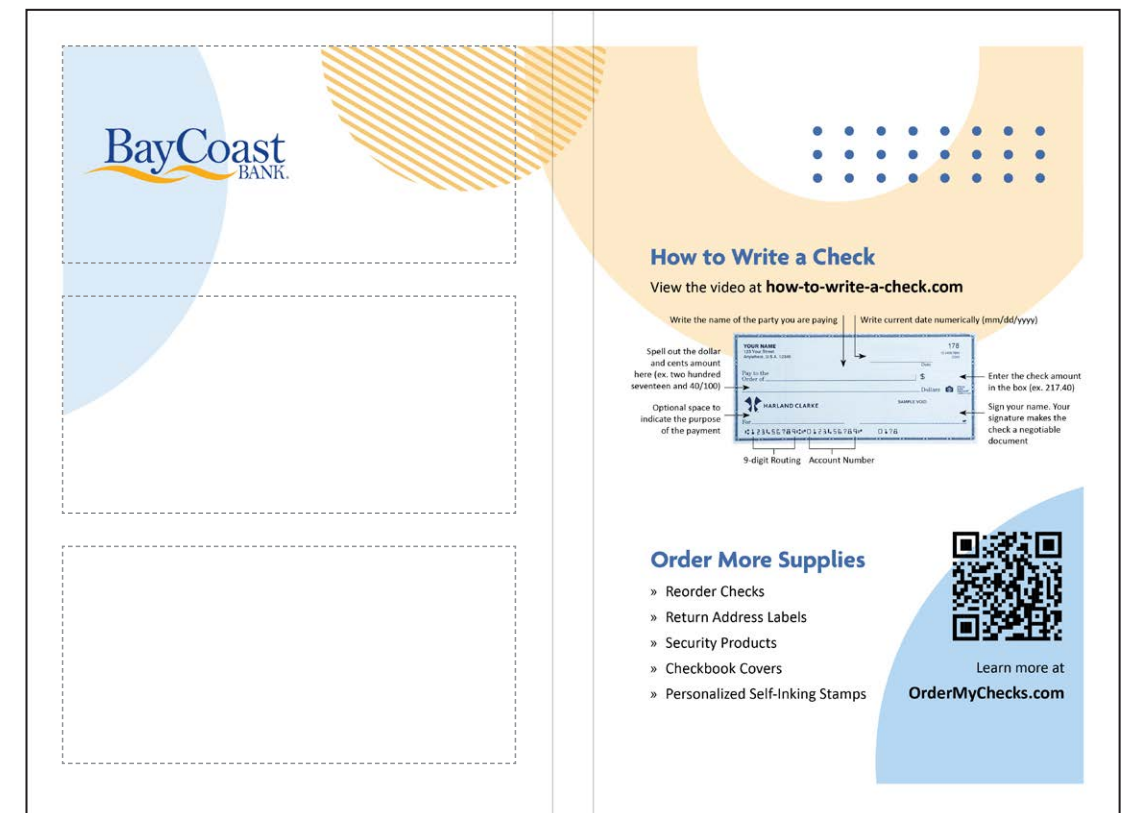
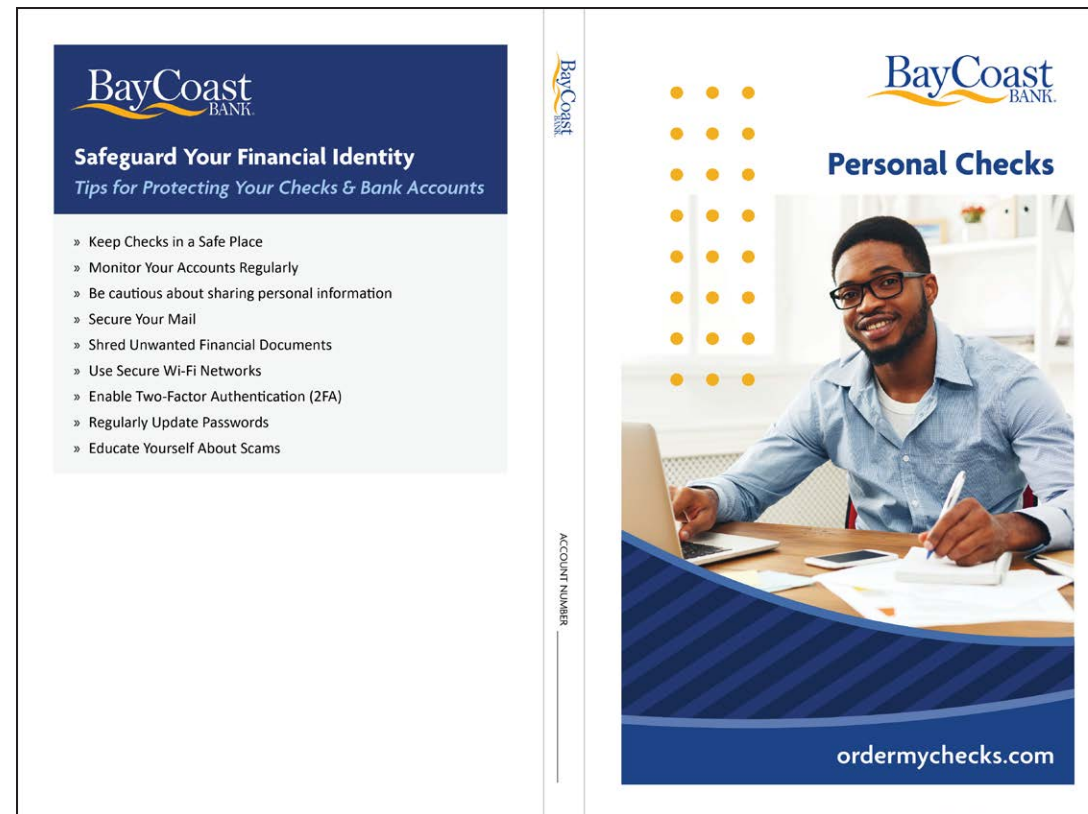
Layout design, visual identity, brand strategy, collaborating with stakeholders for feedback and refinement.

Results:

Created a cohesive and polished checkfolio booklet that enhanced the customer experience and reinforced brand consistency.

Context:

Included print collateral with updated brand fonts, colors, and formatting for a streamlined and cohesive design.



Checkfolio Booklet

Auto & Condo Insurance Infographics Flyers

BayCoast Bank Insurance



Car Insurance Infographic Flyer



Condo Insurance Infographic Flyer (Front)



Condo Insurance Infographic Flyer (Back)

Scope of Work:

Designed infographic flyers that simplified complex insurance concepts into clear, approachable visuals. Projects included explaining global factors impacting auto insurance premiums to encourage use of the Bank's free policy review service, and illustrating how a Master Policy and Condo Owners' Insurance work together to fully insure a condominium.

My Roles:

Infographic design, layout design, and visual communication strategy. Illustrating complex topics into engaging, easy-to-understand visuals.

Results:

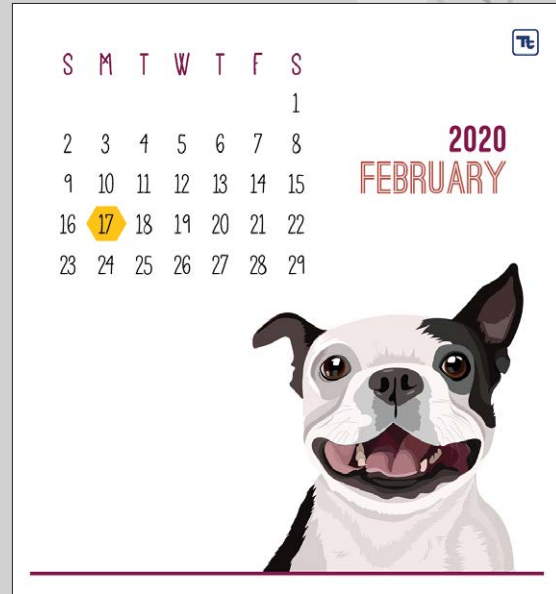
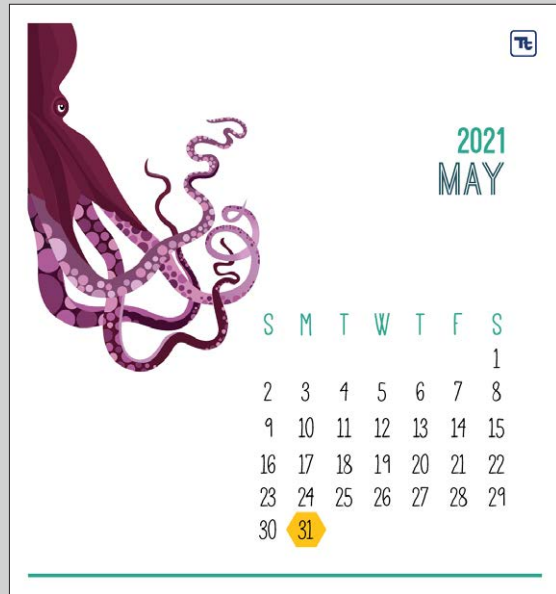
Improved customer understanding of auto insurance trends and coverage options. Increased engagement with the Bank's policy review service and helped condo owners see how bundling coverages could maximize protection and savings.

Context:

Created for both print and digital distribution, featuring flat, geometric illustrations in brand colors.

Digital Calendars Illustrations

Tetra Tech



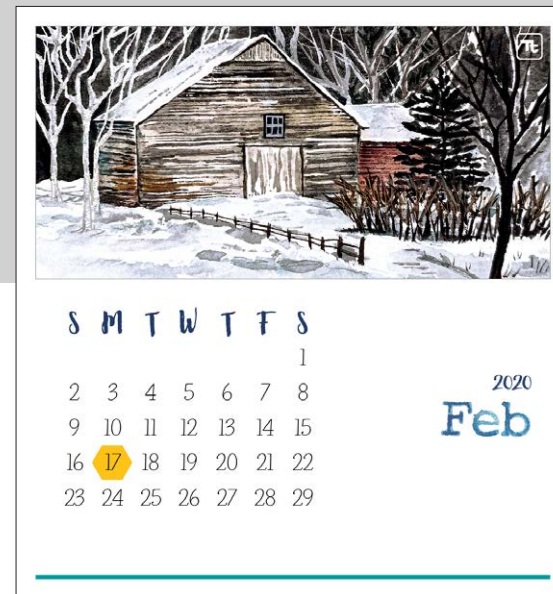
Created in Adobe Illustrator & Photoshop.

3.5 x 3.75 inches

I love creating annual digital calendars with illustrations for my coworkers, friends and family. I like experimenting with different shapes, colors and forms. When I make these calendars, my intentions are to make people smile, laugh and be happy.

Watercolor Calendar Paintings

Tetra Tech



Watercolor Paintings. Digitally edited in Adobe Photoshop.

3.5 x 3.75 inches

These paintings are based off of photographs I took of places I traveled to within the past few years. I want my art to inspire people to be outside and engage with nature. My art reflects the experiences of nature, such as hearing the sounds of birds chirping, the wind blowing against one's face, and the rustling of leaves on trees.

Custom Infographics, Iconography & Illustrations

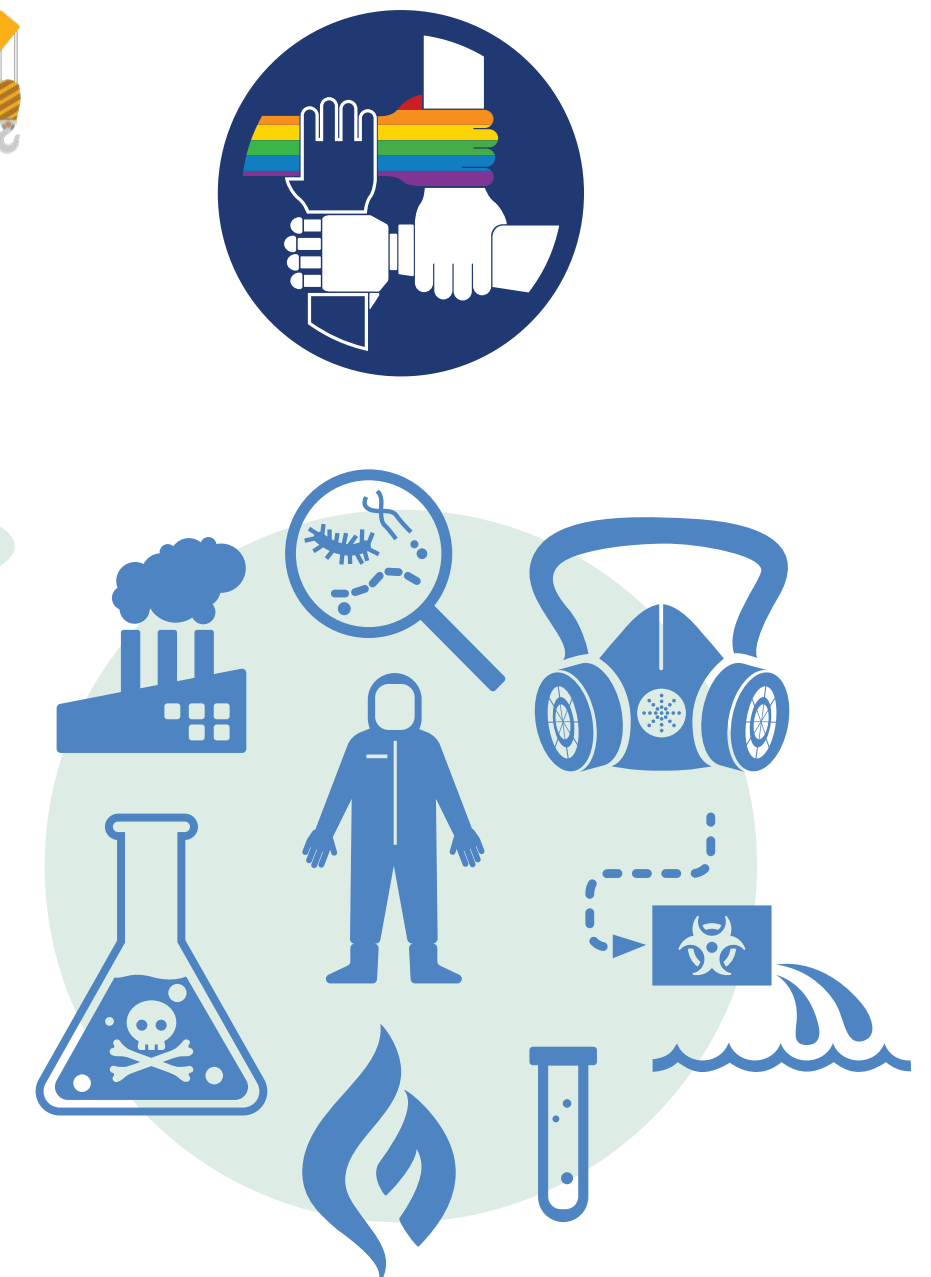
Tetra Tech

Scope of Work:

Illustrate a library of icons for design collateral which will improve overall productivity, establish a consistent visual look and feel, and save on cost as opposed to buying stock images.

Context:

Proposals • Flyers • Posters • Brochures • Website Banners • Trade Shows • Email Promotions • Intranet • Internet • Social Media • PowerPoint Presentations

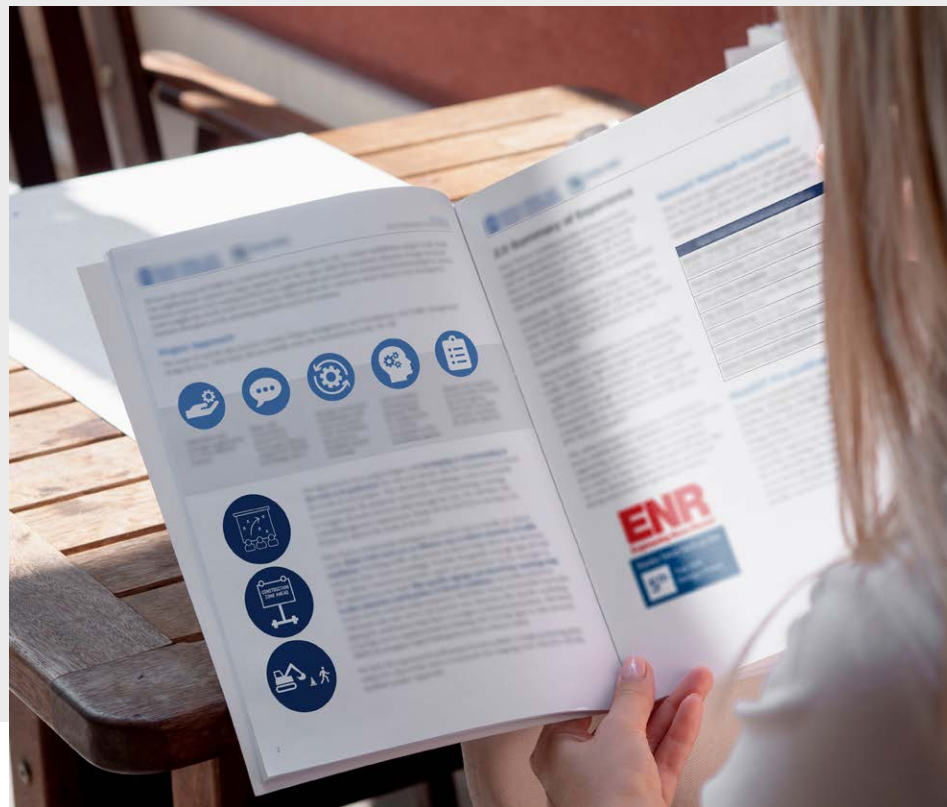


Custom Infographics, Iconography & Illustrations – Shown in Context

Tetra Tech

Scope of Work:

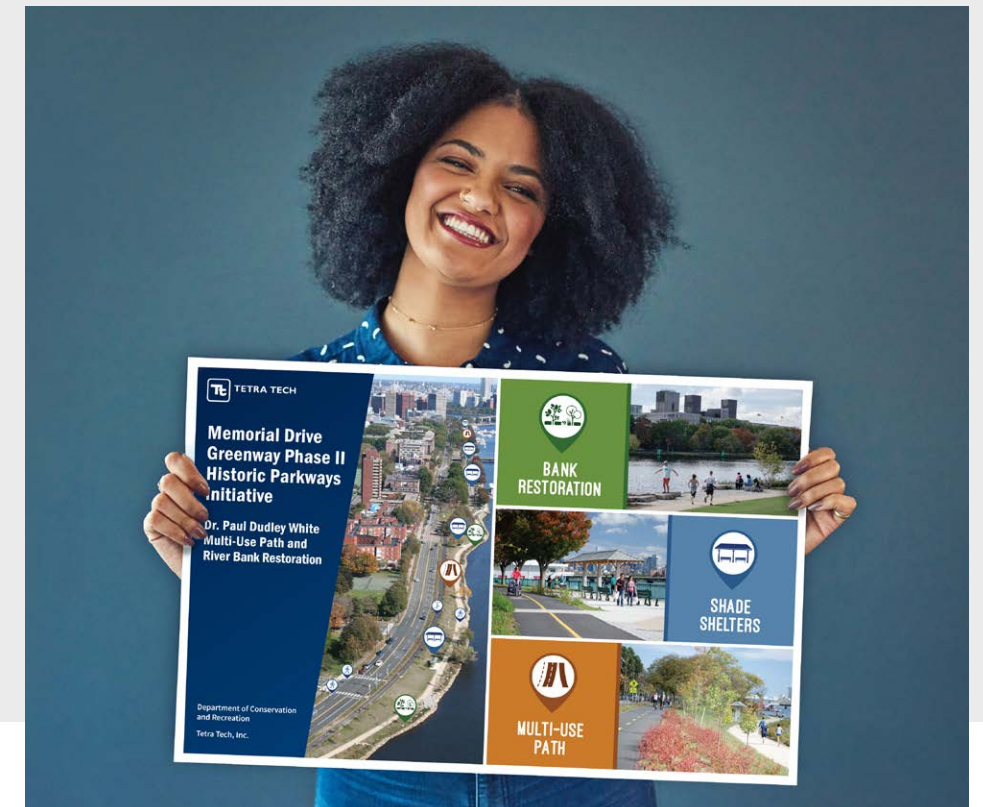
Design a wide variety of marketing and project-related collateral such as proposals, presentations, brochures, ads, visual graphics, detailed site figures, trade show materials, and aerial renderings for our clients and internal teams.



Proposal with icons



Proposal with infographics



Poster with icons & photographs I took for each category

Results:

The layouts and infographics effectively and concisely present information in a visually appealing manner.

Custom Infographics, Iconography & Illustrations

Conservation Services Group

Scope of Work:

Illustrate a library of icons for design collateral which will improve overall productivity, establish a consistent visual look and feel, and save on cost as opposed to buying stock images.

Context:

Flyers • Posters • Post Cards • Brochures • Space Ads • Bill Inserts • Web Banners • Website Graphics • Magnets • Table Signs • PowerPoint Presentations • White Paper • Social Media • Email Promotions • Intranet • Internet • Bill Boards • Truck Wraps • Logos

Scope of Work:

Design the “Energy Hog” mascot to be used as a creative marketing tool to indicate how old appliances (a refrigerator in this case) can “hog” your power.

Context:

Truck Wrap • Flyers • Posters • Post Cards • Brochures • Space Ads • Bill Inserts • Website Graphics • Email Promotions • Intranet • Social Media



Custom Infographics, Iconography & Illustrations – Shown in Context

Conservation Services Group



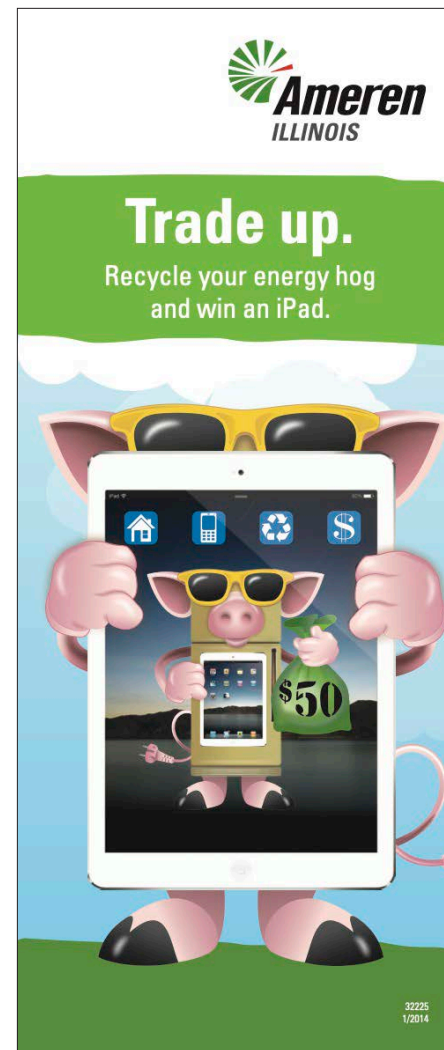
Icon buttons on Conservation Services Group Redesigned Website

Scope of Work:

Create a new brand identity that delivers Conservation Services Group's core mission, key principles of development, innovation and growth, and presents the company as thought-leaders within the energy industry.

Results:

Our redesigned website eliminates messaging overlap which allows users to more quickly self-identify and select relevant and specific information. Due to these changes in digital communication, our website traffic increased by 30% and event attendance increased by 42%. Our team also received 50+ creative and marketing awards for client and corporate creative content.



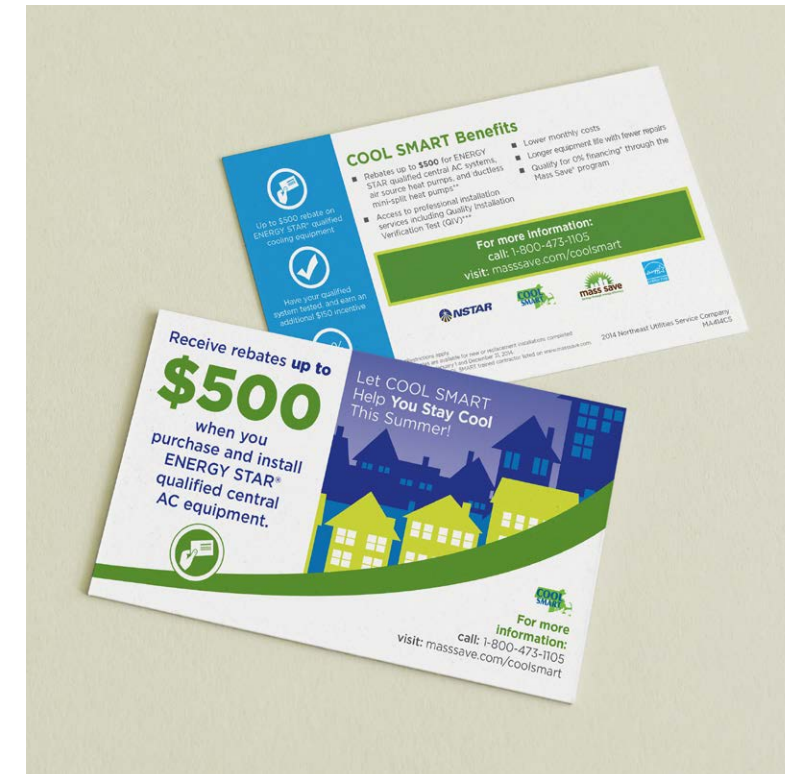
Bill Insert Front – Ameren Illinois

Scope of Work:

Illustrate graphics and create fun, attention-grabbing design marketing collateral from concept through production for internal and external clients in an agency setting.

Results:

Our clients received more customers who were interested in rebates and energy-efficient products.



Bill Insert – CoolSmart



Bill Insert Back – Ameren Illinois

Graphic Design & Illustration

Conservation Services Group

Scope of Work:

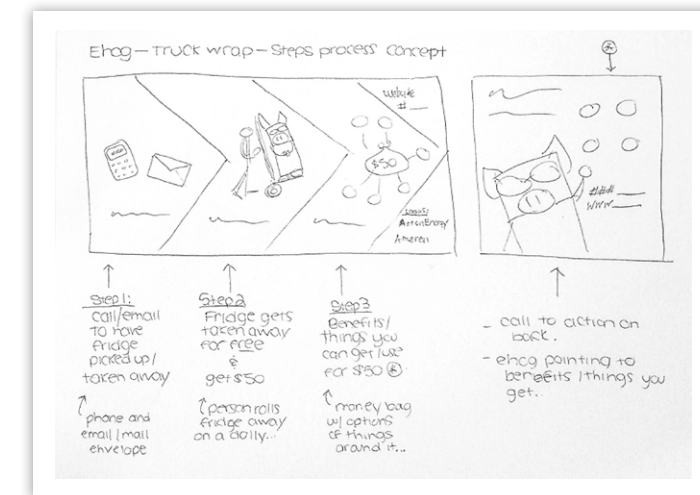
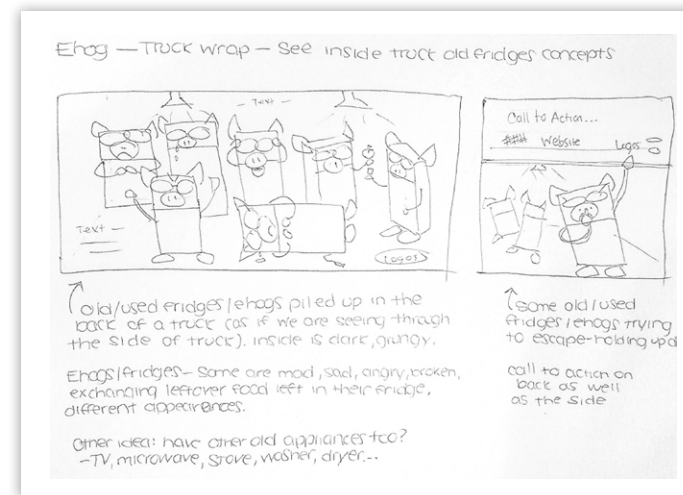
Design a truck wrap that grabs people's attention to learn how the client can help families recycle old appliances (refrigerators) and save money.

Results:

Our creative team came up with this fun, attention grabbing truck wrap which won multiple awards.

My Roles:

Hand Sketches • Concept Development • Illustrations • Layout Design • Digital Design • Brand Strategy • Visual Identity • Print Design



Truck Wrap Concepts



Final Truck Wrap

Responsive Website Design

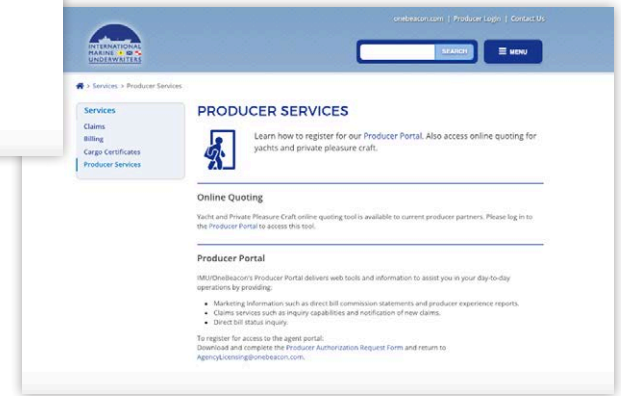
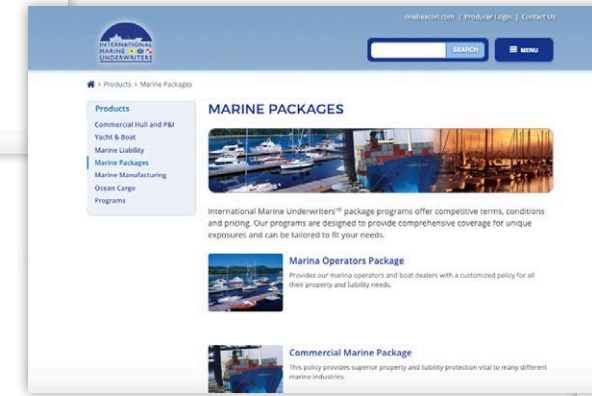
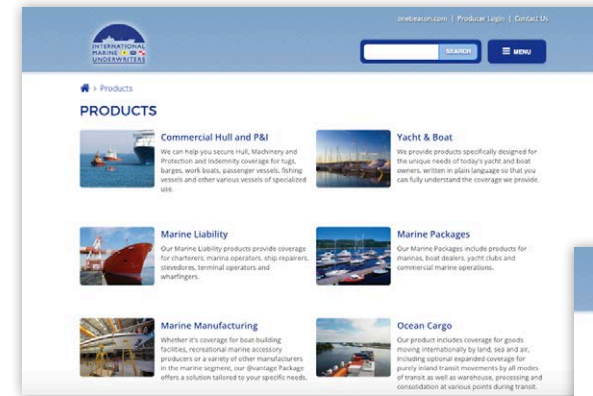
OneBeacon Insurance Group | International Marine Underwriters

Scope of Work:

Collaborate with the marketing and communications VP, digital art director, web designers, and the International Marine Underwriters team to modify their non-responsive website to be a responsive website.

My Roles:

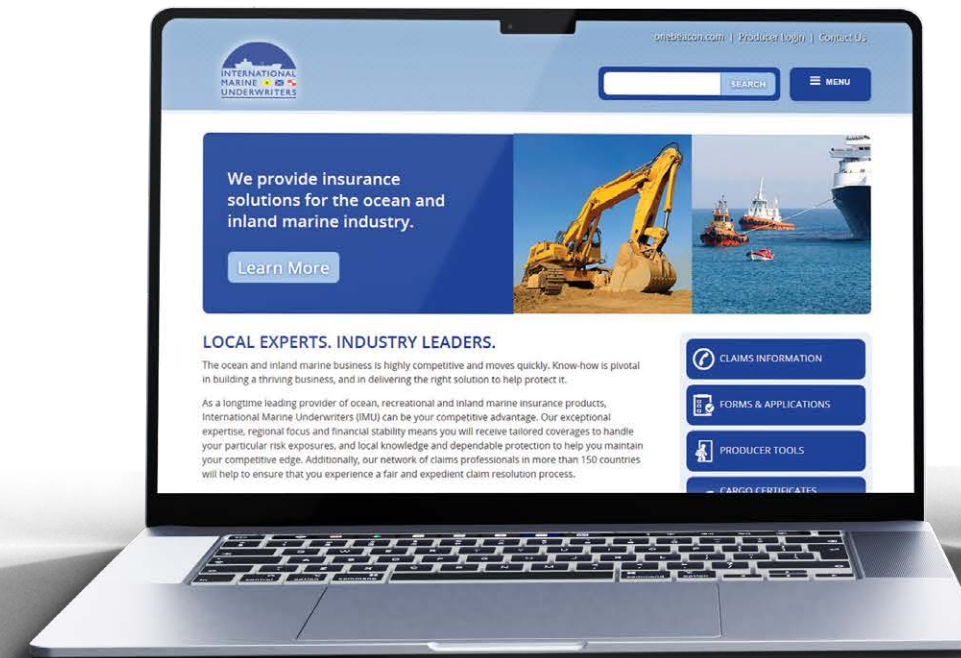
Site Map Redesign • Content Layout (desktops, tablets, mobile devices) • Website Button Icons • QA Testing • Brand Strategy • Visual Identity • Web Design



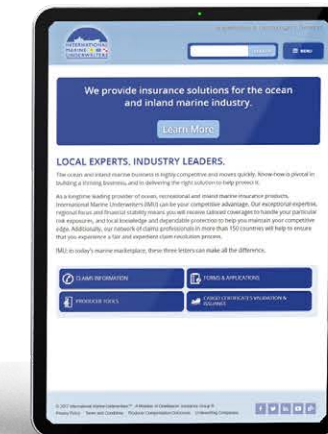
Other Designed Pages



Site Map for Website Redesign



Responsive Website Design



Results:

By converting a non-responsive design into a responsive design, our website increased traffic and attracted more clients.

Animated Holiday Card

OneBeacon Insurance Group

Scope of Work:

Conceptualize, illustrate, design and animate a holiday card for our partners and clients.

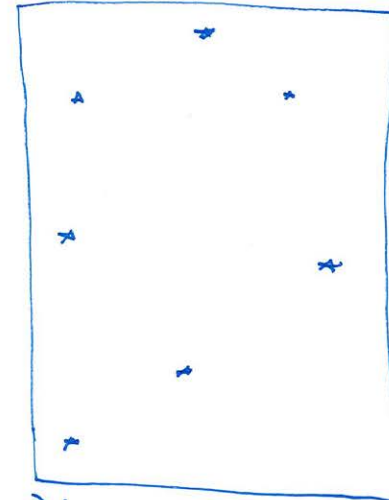
Results:

Our partners and clients received a personalized animated card and charity sponsors received donations on behalf of the clients.

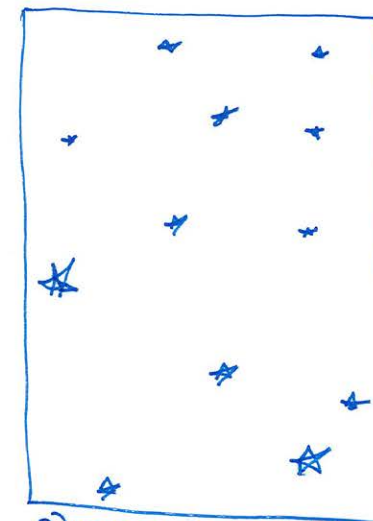
My Roles:

Hand Sketches • Concept Development • Illustrations • Digital Design • Animation • Iconography • Constant Contact Emails • Brand Strategy • Visual Identity

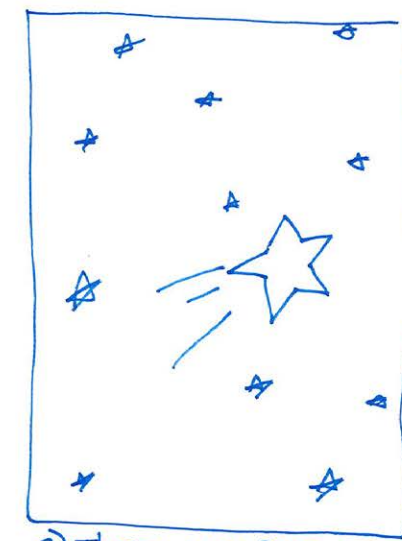
Storyboard Sketches



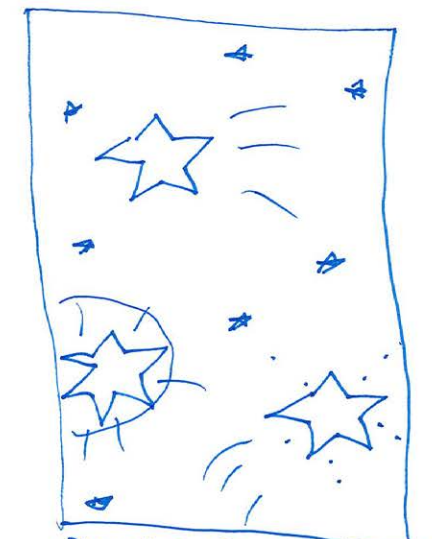
1) have a few dots / stars glow & pop on and off screen



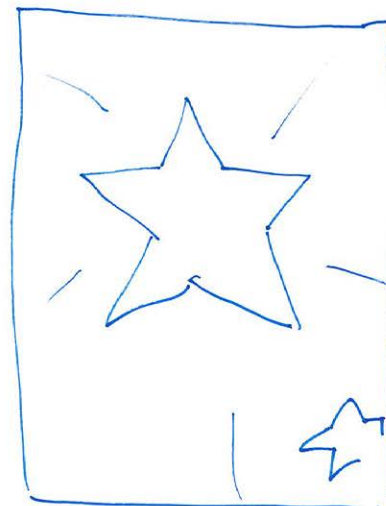
2) more stars / dots start to appear



3) Then you see a big star go by



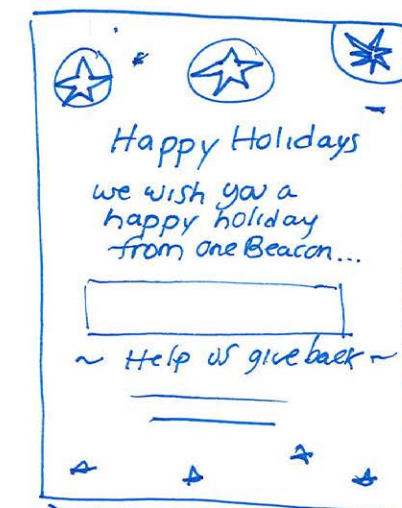
4) and a few more



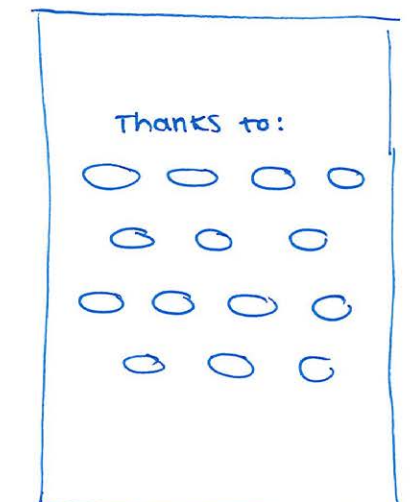
5) a big star then comes forward taking over screen



6) and then the scene has a short message



7) Then transitions to closing message

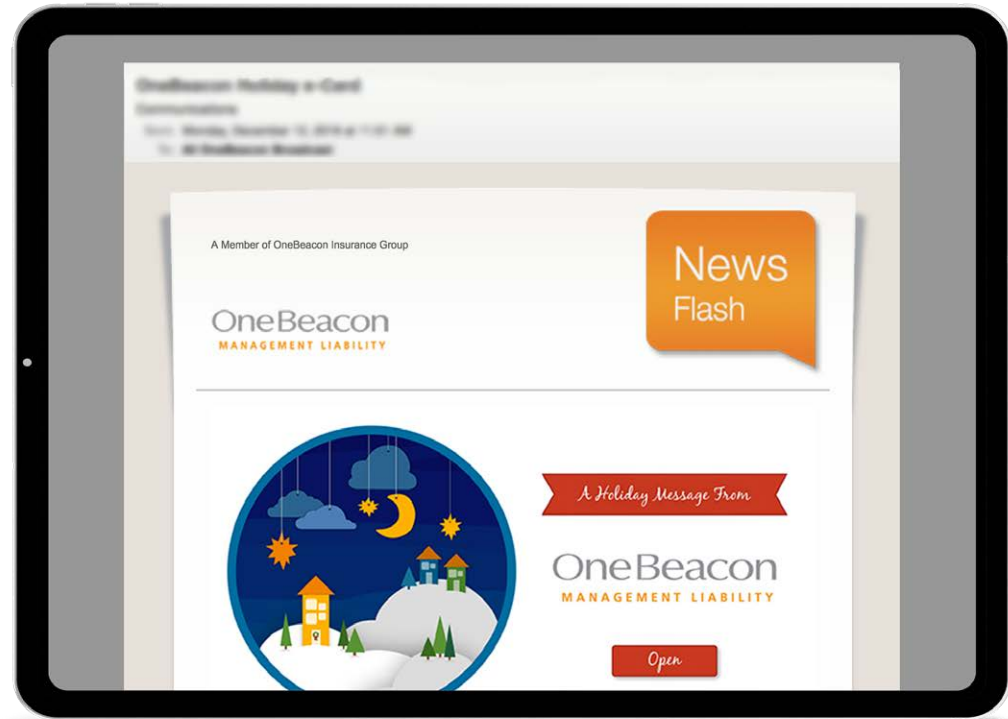


8) logos on final pg?

Animated Holiday Card (Continued)

OneBeacon Insurance Group

Personalized Constant Contact Email Graphic



Animation Panels



Proposal Sample

Tetra Tech

Scope of Work:

Develop innovative visual concepts for proposals, presentations, and conferences.

Results:

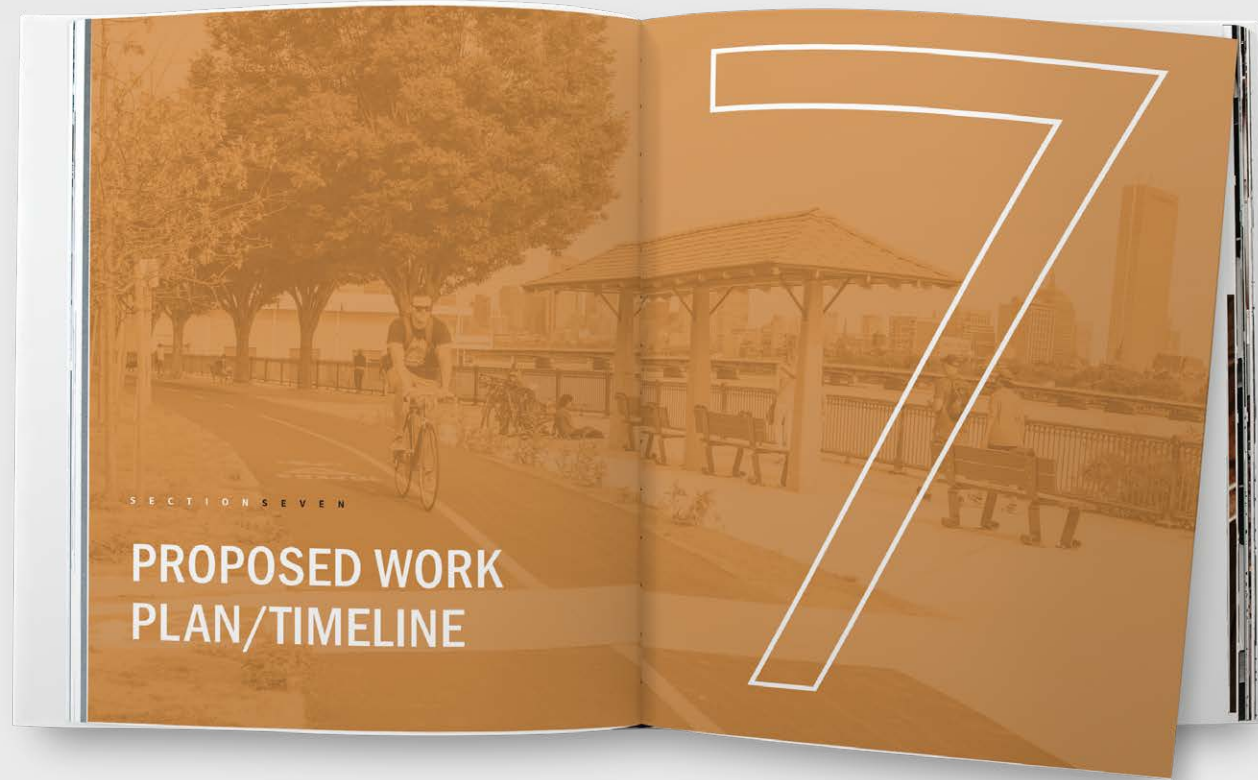
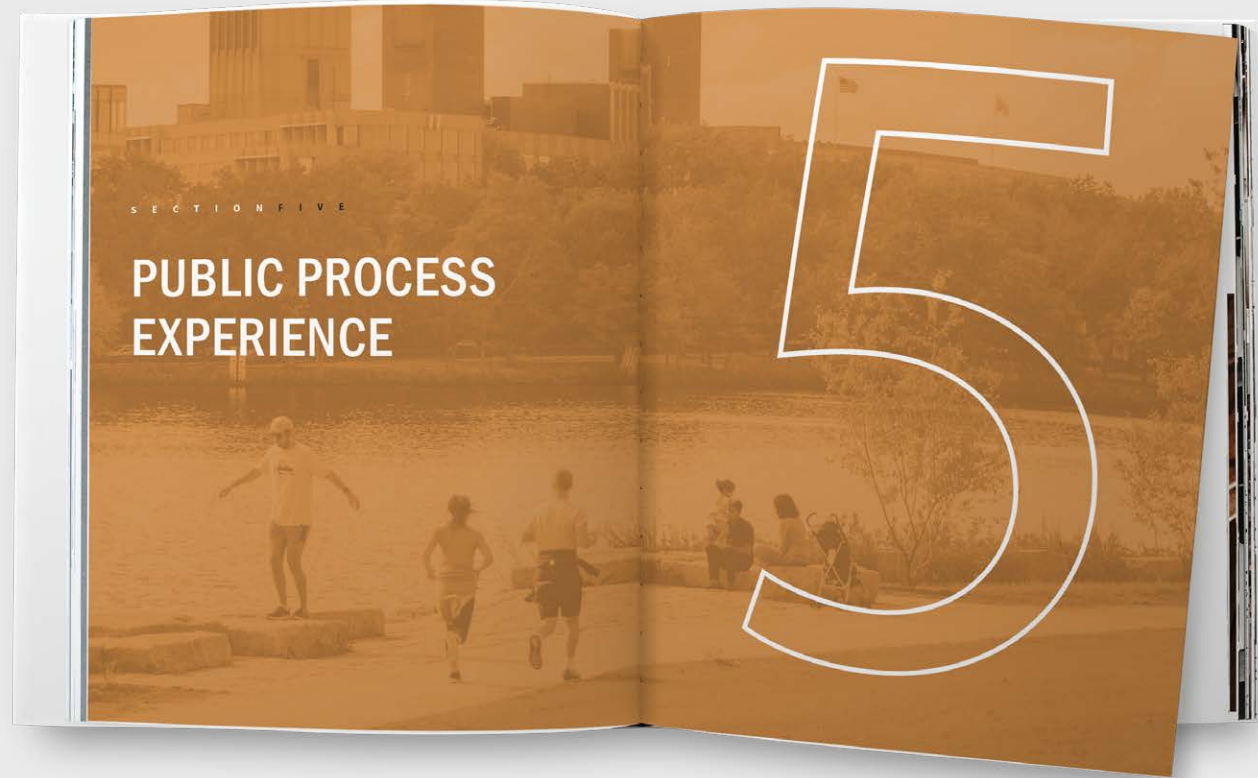
Our collateral ultimately led to winning bids for multi-million dollar infrastructure projects from federal, state, public, private, municipal, and government agency clients.

My Roles:

Concept Development • Brand Strategy • Visual Identity • Illustration • Print Design • Digital Design • Iconography • Infographics • Photography • Photo-Retouching • Print Production

I personally traveled to the worksite and took multiple photographs that I used to give context in this proposal. These photographs saved our company money and effectively emphasized the content.

Sample Section Dividers

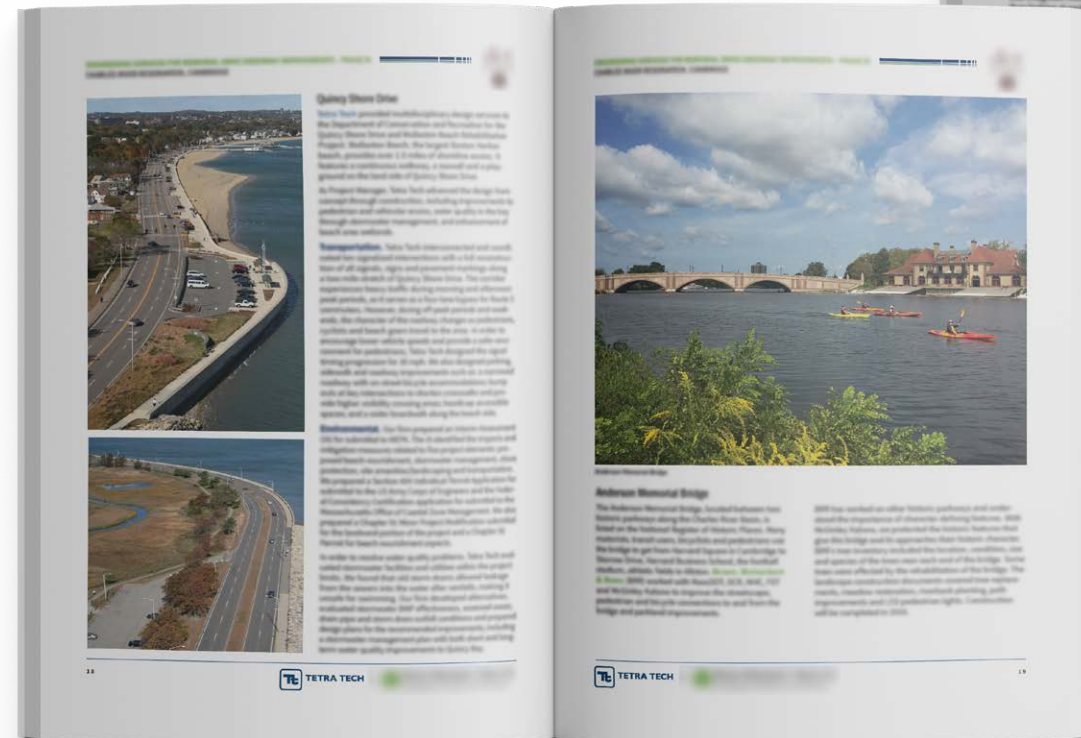


Proposal Sample (Continued)

Tetra Tech



Sample Proposal Spreads



Use of Shapes in Collateral

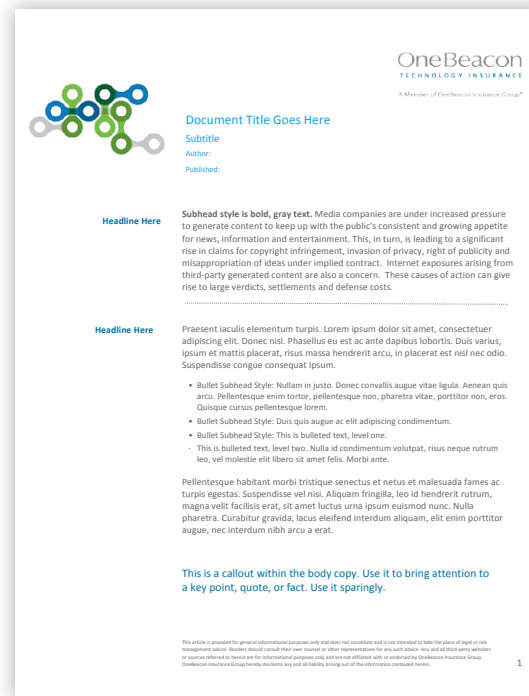
OneBeacon Insurance Group | Technology Insurance

Scope of Work:

To bring balance, consistency, and color to all of One Beacon's Technology Insurance rebranded collateral.

My Roles:

Designing Templates • Brand Strategy • Visual Identity • Print Design • Web Design • Brand Identity



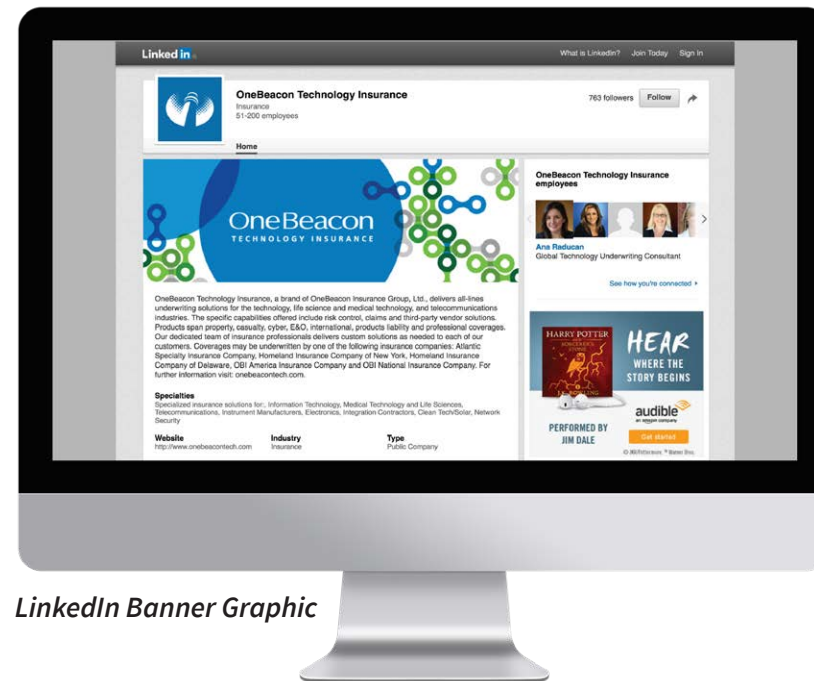
White Paper Template



PowerPoint Presentation Template



Internal Employee Login Page



LinkedIn Banner Graphic



Constant Contact Communication Email

Print Production

OneBeacon Insurance Group | Technology Insurance

Scope of Work:

These are samples of print production done for trade show materials. Our team collaborated with outside print vendors working with four-color offset web press, large scale print formatting, and sheet fed digital printing press. I also have experience visiting printers for onsite proof approvals.

My Roles:

Designing Templates • Brand Strategy • Visual Identity • Print Design • Web Design • Brand Identity • Concept Development • Illustration • Print Production



Trade Show Illustration Mock-Up



Trade Show Booth Design



Trade Show Table Stand Design



Pocket Folder

Thank you for
your time &
consideration

Portfolio Work Of

ARIANNE DEL RIOS

Graphic Design, Illustration, Photography, Mixed Media, and Fine Art



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