

ARIANNE DEL RIOS

Graphic Designer

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📍 Rhode Island

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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.

Core Skills

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

Experience

2022–March 2026

Graphic Designer | BayCoast Bank

Swansea, MA. Marketing & Communications.

- » Created a cohesive visual identity for six brands, establishing typography standards and a comprehensive color palette.
- » Engaged with cross-functional teams to prepare annual reports and SEO content, achieving 14K social media impressions while cutting down external production expenses by over \$40K.
- » Supported our marketing team in producing TV and billboard campaigns, resulting in over 13.7M views and saving more than \$20K by utilizing in-house production.

2017–2022

Graphic Designer | Tetra Tech

Marlborough, MA. Marketing & Communications.

- » Generated a broad range of collateral, from proposals and presentations to ads, infographics, visual graphics, site figures, trade show materials, and aerial renderings.
- » Collaborated with project managers, copywriters, marketing managers, engineers, and VPs to provide innovative solutions to government and commercial clients.
- » Developed innovative visual concepts for proposals, presentations, and conferences which ultimately led to winning bids for multi-million dollar infrastructure projects from federal, state, public, private, municipal, and government agency clients.

2016–2017

Visual Designer | OneBeacon Insurance Group

Boston, MA. Marketing & Communications.

- » Designed marketing collateral including sell sheets, trade show materials, print and digital ads, presentations, website designs, and app designs.
- » Produced specifically tailored marketing and communication strategies for OneBeacon's various specialty insurance businesses.
- » Improved website traffic and attracted more clients by converting a non-responsive design into a responsive design.

2012–2016

Graphic Designer | CLEAResult (Acquired CSG in 2015)

Westborough, MA. Marketing & Communications.

- » Created graphics and marketing collateral from concept to production, strengthening client branding and engagement.
- » Managed multiple projects and coordinated with project managers, art directors, designers, copywriters and executive management to create design solutions for utility clients nationwide.
- » Received 50+ creative and marketing awards for client and corporate creative content.

Winter 2011, 2012 & Summer 2010, 2011

Graphic Design Internships | Conservation Services Group (CSG)

Westborough, MA. Marketing & Communications.

- » Assisted the lead designer and marketing managers by editing and designing collateral for our Marketing Communications team.
- » Illustrated custom graphics and mascots that boosted brand visibility and engagement.

Experience Continued



Spring 2011, 2012 & Fall 2010, 2011

Graphic Design Internships | University of Massachusetts Dartmouth *North Dartmouth, MA. Publications & Women's Studies Departments.*

- » Produced and refined collateral (posters, newsletters, cards) for students, faculty, alumni, and prospective students.
- » Collaborated with faculty and university departments (Publications, Women's Studies) to strengthen engagement and connection among students and alumni.

Volunteer Experience

2021 – Present

Alumni Mentorship & Speaking Engagements | University of Massachusetts Dartmouth

Participated in alumni events, networking sessions, and class critiques, sharing career insights, reviewing student portfolios, and offering graphic design and marketing career guidance.

2016 – Present

Event & Community Photography | Multiple Organizations

Served as BayCoast Bank's event photographer, capturing key moments at Old Colony Habitat for Humanity events (2024), Spirit Day (2024), and other events. Captured images of animals at the MSPCA Adoption Center for use on adoption websites and assisted with public service flyers to help increase adoption rates (2016–2017).

2023 – 2024

Financial Literacy & Education Outreach | BayCoast Bank

Delivered financial literacy workshops for high school students through BayCoast Bank's Credit for Life Program, teaching budgeting, money management, and community engagement.

2022 – 2024

Community Service & Outreach | BayCoast Bank

Volunteered at community events across MA and RI including Clean Ocean Access and 92 Pro-FM Beach Clean-Up in Middletown (2023), PrideFest & Illuminated Night Parade (2023) in Providence, 4th of July Parade in Bristol (2022), and United Way of Day of Caring in Fall River (2022), assisting with bio-reserve cleanup and restoration.

2023

Event Support & Fundraising Initiatives | BayCoast Bank

DEI, BayCoast Bank Scholars, and the Marketing Team supported the Big Brothers Big Sisters of Rhode Island Bowling for KidsSake event, highlighting our commitment to mentorship and making a positive impact on young leaders in our community.

2011 – 2012

Student Representative | University of Massachusetts Dartmouth

Represented the CVPA program at prospective student events, including open houses and panel discussions, sharing insights and guidance with future applicants.

Awards

Graphic Design Awards

- » Platinum & Gold Hermes Creative Awards
- » Gold & Silver Communicator Awards
- » Bronze Summit International Award
- » Platinum AVA Digital Award
- » Platinum & Gold MarCom Awards
- » Silver W3 Awards
- » Davey Awards
- » Visual Excellence in Multimedia Arts Awards

Software

Design & Creative:

Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Lightroom, Acrobat Pro), Canva, After Effects, Final Cut Pro, Soundtrack Pro, Autodesk Maya

AI & Workflow:

ChatGPT, Generative AI (content generation, Photoshop AI tools)

Project Management:

Microsoft Teams, SharePoint, Trello

CRM & Email Marketing:

Salesforce, Constant Contact, AppPress Now

Web:

WordPress, HTML, CSS

Productivity:

Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Suite (Docs, Sheets), Mac and PC Platforms

Education

2008–2012

BFA in Visual Design **University of Massachusetts** **Dartmouth**

College of Visual & Performing Arts (CVPA)
Graphic Design & Digital Media Majors. Art History Minor.
Summa Cum Laude.

