Portfolio Work Of

Arianne Del Rios

GRAPHIC DESIGNER • ILLUSTRATOR • VISUAL STORYTELLER

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Award-winning Graphic Designer with 15+ years of experience transforming ideas and complex information into engaging, audience-focused visual communications.

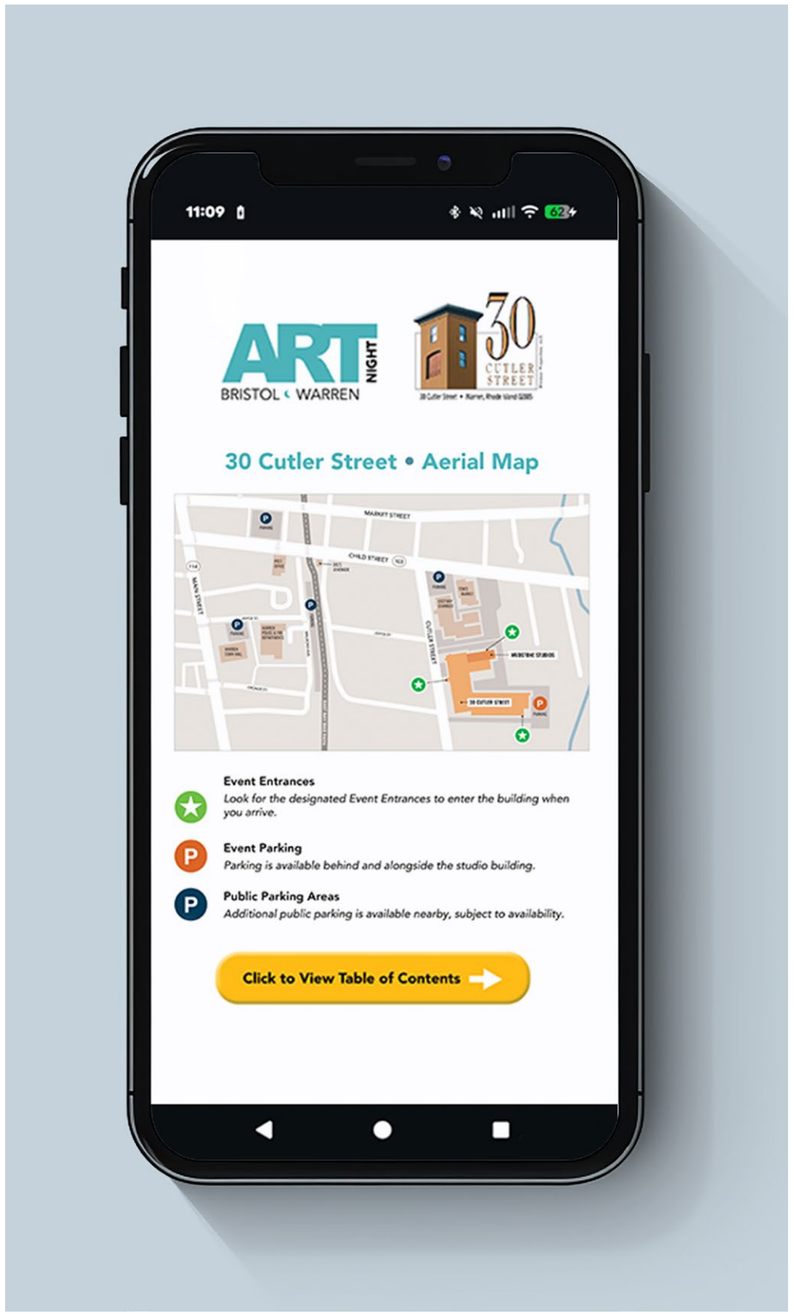
Introduction

This portfolio showcases selected work across integrated campaigns, publication design, digital media, environmental graphics, illustration, and visual communications. My experience spans corporate, nonprofit, and community-focused projects across industries including financial services, insurance, engineering, utilities, education, and the arts.

My approach combines creativity, strategy, and visual storytelling to transform ideas and complex information into clear, engaging designs. I bring collaboration, adaptability, and attention to detail to every stage of the creative process, from concept development through final production.

Core Skills

» Marketing Campaigns & Brand Communications
» Editorial & Publication Design
» Business Development & Presentation Design
» Environmental & Experiential Graphics
» Digital & Interactive Design
» Illustration & Information Design
» Photography & Image Retouching
» Print Production & Vendor Coordination



SECTION

01

Marketing Campaigns & Brand Communications

Developing cohesive visual campaigns that engage audiences, strengthen brand recognition, and communicate consistently across print, digital, and experiential platforms.

Representative Experience Includes:

- Integrated Marketing Campaigns
- Advertising & Promotional Design
- Brand Communications & Visual Systems
- Direct Mail & Marketing Collateral
- Print, Digital & Event Applications

Art Night Open Studios

Creative Direction • Campaign Design • Wayfinding Signage • Print Production • Event Coordination

Art Night Open Studios brought together more than 24 local artists for a building-wide community event at 30 Cutler Street in Warren, RI. I led the creative development of a cohesive promotional campaign spanning print, digital, social media, and wayfinding graphics.

Beyond design, I coordinated artist communications, content collection, and event preparations in collaboration with Art Night Bristol Warren coordinators and building management. I also worked directly with print and signage vendors to manage production and implementation.



Event Poster

Promotional poster displayed throughout the local community.



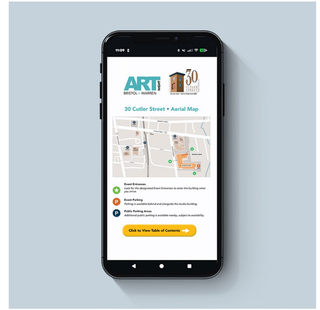
Printed Event Handbill

Designed a compact visitor guide featuring participating artists, studio locations, custom floor plans, and event information.



Social Media Campaign

Developed a cohesive social campaign featuring individual artist profiles and general event promotions across Instagram and Facebook.

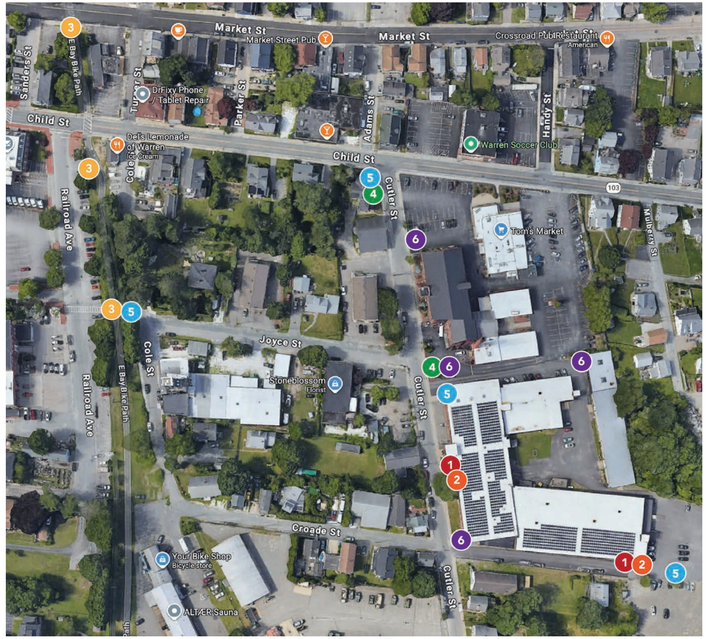


Scan to view full the interactive digital handbill!

Interactive Digital Handbill

Developed a mobile-friendly guide featuring linked navigation, individual artist profiles, interactive content, and custom maps to help visitors explore the event.





Signage Planning & Placement

Mapped strategic signage locations to guide visitors to parking areas and building entrances.





Entrance & Parking Signage

Created A-frames to welcome visitors and provide clear directions throughout the event.









Outdoor Directional Signage

Designed a coordinated series of promotional and directional lawn signs.

Art Night in Action!

A look at the evening as visitors explored artist studios, enjoyed live performances, and connected with the local creative community.











Customer Appreciation Campaign

Campaign Strategy • Concept Development • Illustrations • Designs • Creative Direction

Developed a customer appreciation campaign centered around playful "grate" messaging to thank customers and strengthen engagement. The concept extended across branch, print, and digital touchpoints, with a branded cheese board giveaway reinforcing the campaign theme.



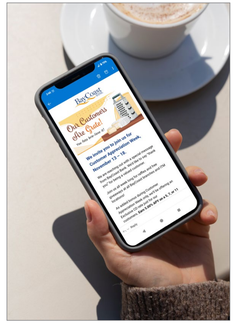
Flyer



Vinyl Banner



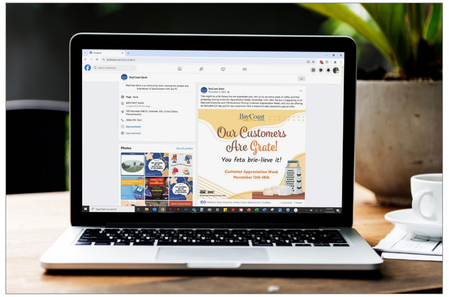
TV Screen Display



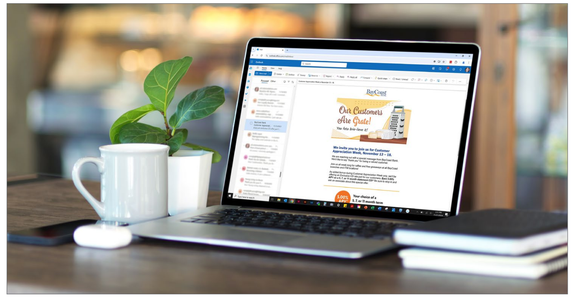
Mobile Ad Layout



ITM Screen Display



Social Media Post



Email Layout

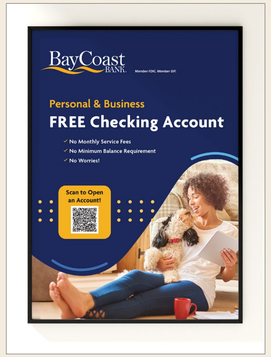
Free Checking Campaign

Campaign Design • Visual Identity • Illustration • Multichannel Marketing

Developed a cohesive visual campaign promoting free checking accounts across print, digital, billboards, and in-branch advertising. Collaborated with copywriters, marketing, and executive teams to create engaging layouts, custom illustrations, and multilingual materials tailored to diverse audiences.



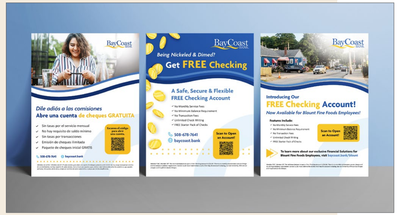
TV Screen Display



Bank Branch Poster

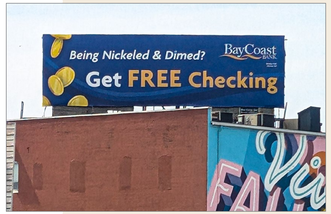


Post Card



Flyers







Billboards

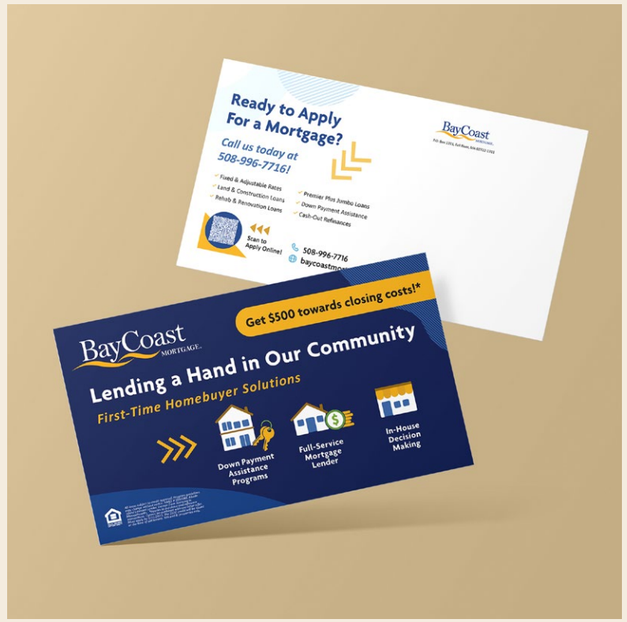


Digital Ads

Mortgage Marketing Campaign

Campaign Design • Print Collateral • Billboard Advertising • Bilingual Marketing

Designed a cohesive collection of mortgage marketing materials, including billboard advertising, bilingual postcards, and promotional flyers. Adapted creative concepts across multiple formats to support customer outreach, community engagement, and mortgage product awareness.



Postcard



Billboard



Postcard — English & Spanish



Mortgage Flyer



SECTION

02

Editorial & Business Communications

Organizing complex information into clear, engaging communications through thoughtful layout, visual hierarchy, and consistent design systems.

Representative Experience Includes:

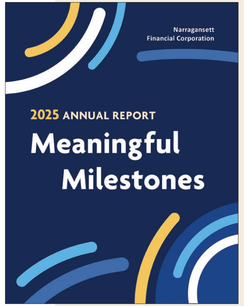
- Annual Reports & Corporate Publications
- Proposals & Business Development Materials
- Editorial Layout & Information Hierarchy
- Corporate Templates & Brand Communications
- Brochures & Marketing Collateral

Annual Report Designs

Editorial Design • Publication Layout • Brand Identity • Print Production

Designed and produced annual reports that communicated the organization's financial performance, community involvement, and key initiatives through engaging editorial layouts and visual storytelling. Collaborated with creative leadership, copywriters, and internal teams to develop cohesive print and digital publications that reflected the organization's brand.

Bringing production in-house helped reduce external costs by approximately $40,000 while maintaining creative consistency and quality.







Annual Report By The Numbers Spread (2023)

Annual Report Cover Sample (2025 & 2024)





Additional Annual Report Spread Layout Samples (2025)





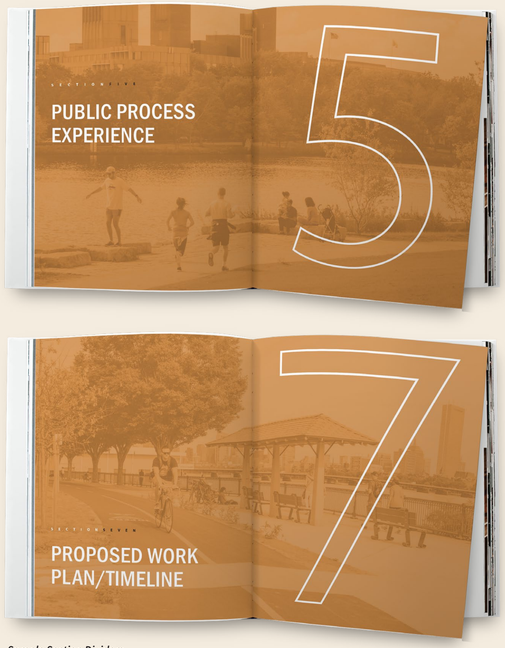
Additional Annual Report Spread Layout Samples (2024)

Infrastructure Proposal Design

Concept Development • Editorial Design • Photography • Proposal Production

Developed visually engaging proposals and presentation materials supporting business development efforts for multi-million-dollar infrastructure projects. Transformed complex technical information into clear, compelling layouts through photography, illustrations, infographics, and thoughtful information hierarchy.

Conducted on-site photography to capture project-specific imagery, strengthening the proposal's visual storytelling while reducing the need for external photography services.



Sample Section Dividers



Sample Proposal Spreads

Corporate Brand Communications

Brand Consistency • Layout Design • Marketing Collateral • Visual Communication

Designed a cohesive collection of business development, recruitment, and marketing materials while maintaining consistent brand standards. Incorporated dynamic layouts, angled graphic elements, and thoughtful visual hierarchy to create engaging communications across multiple formats.



Brochure Booklet Cover



Human Resources Career Brochure



Proposal Cover



Transportation Flyer

Technology Insurance Brand Communications

Brand Identity • Visual Design • Template Development • Print & Digital Design

Developed cohesive print and digital communications supporting the company's technology insurance rebrand. Applied consistent typography, color, and graphic elements across marketing collateral and branded templates to strengthen visual consistency and establish a unified brand presence.



White Paper Template





PowerPoint Presentation Template



LinkedIn Banner Graphic



Internal Employee Login Page



SECTION

03

Environmental & Experiential Design

Extending visual identities into physical environments through engaging graphics, functional design, and cohesive branded experiences.

Representative Experience Includes:

» Environmental Graphics & Branded Spaces

» ATM/ITM & Vehicle Wrap Design

» Signage & Large-Format Applications

» Trade Show & Exhibit Graphics

» Spatial Planning & Visual Concepts

ATM / ITM Wrap Design

Environmental Graphics • Concept Development • Brand Identity • Production Design

Collaborated with the Marketing Team and creative leadership to redesign ATM/ITM wraps and digital screen graphics, creating a cohesive visual experience inspired by the bank's connection to coastal communities. Developed wave-inspired concepts, mockups, and production-ready artwork that reinforced brand consistency across physical and digital applications.



Final ITM/ATMs





ITM/ATM 3D Models designed in Adobe Illustrator



ITM/ATM Screen Display Mock Up Layout

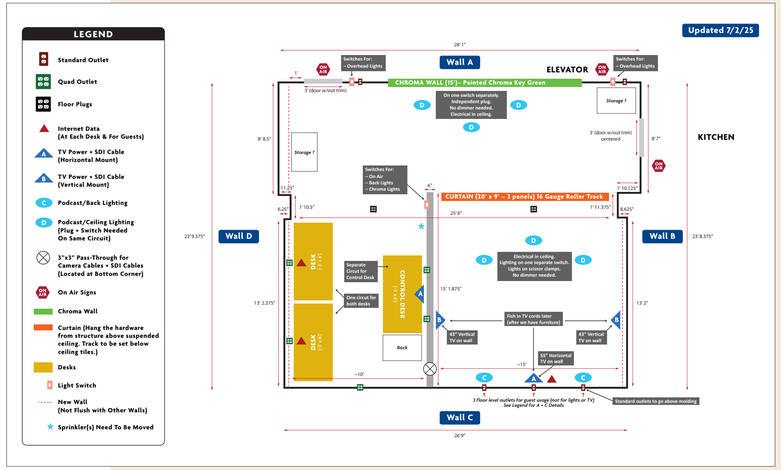


ATM Card

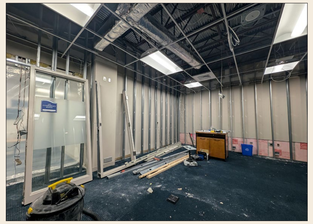
Podcast Studio Planning & Visual Design

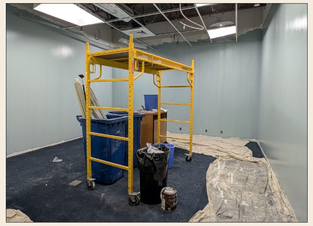
Spatial Planning • Layout Design • Visual Communication • Photography

Collaborated with the creative team to plan a new podcast studio, developing a detailed visual floor plan illustrating equipment placement, lighting, furniture, and production needs. Documented the studio's transformation through original photography, capturing construction progress and the completed space.



BayCoast Bank Podcast Studio Site Map

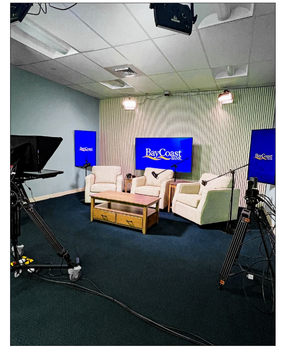




Construction Renovation



Finalized Green Screen & Lighting



Finalized Podcast Studio!



Control Panels



Control Screens

Trade Show & Environmental Graphics

Concept Development • Illustration • Environmental Graphics • Print Production

Developed trade show displays and branded collateral for an insurance company, including booth graphics, custom illustrations, table stands, and presentation folders. Collaborated with the creative team and external print vendors to coordinate production across large-format and traditional printing processes, ensuring brand consistency and quality across all materials.



Trade Show Booth Design



Trade Show Illustration Mock-Up



Trade Show Table Stand Design

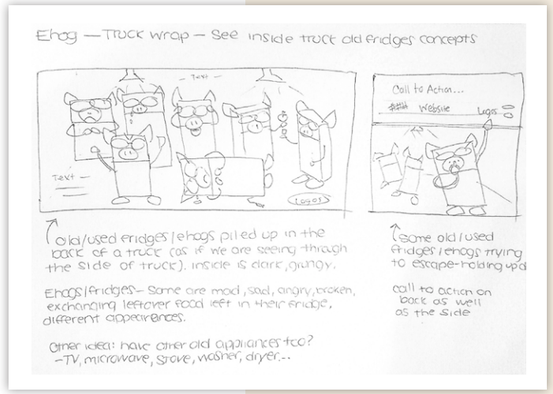


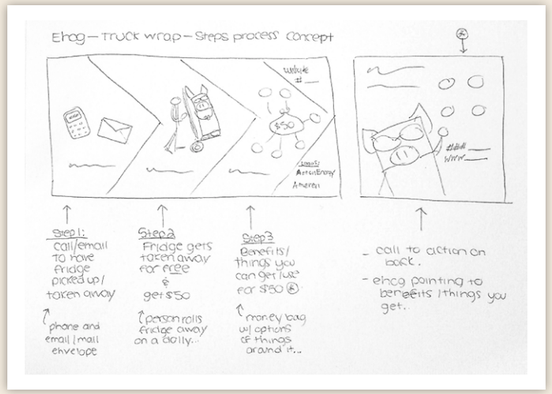
Pocket Folder

Energy-Saving Truck Wrap

Concept Development • Illustration • Environmental Graphics • Production Design

Collaborated with the creative team to develop a multi-award-winning truck wrap promoting appliance recycling and energy savings. I personally created the original hand-drawn concepts and custom illustrations incorporated into the final design, transforming the vehicle into an eye-catching mobile advertisement that raised awareness of the client's recycling program.

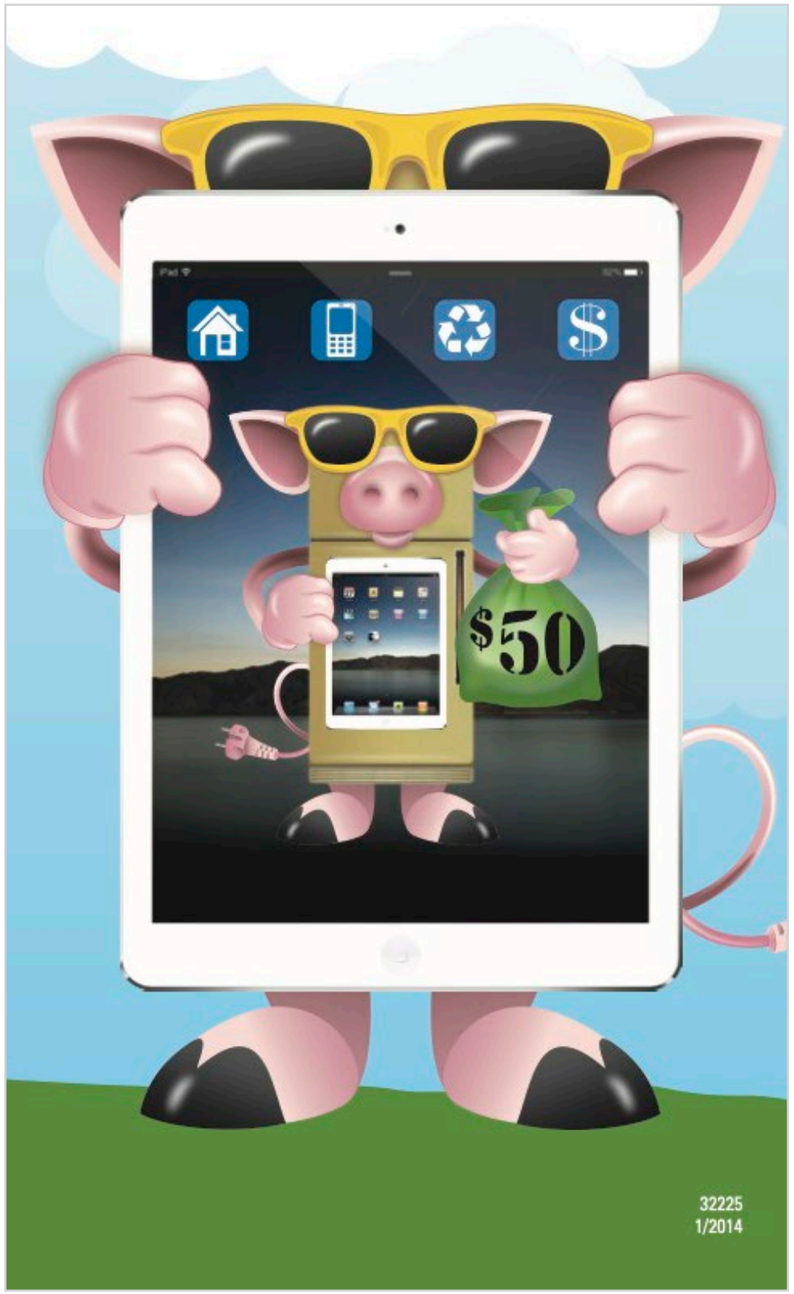




Truck Wrap Concepts



Final Truck Wrap



SECTION
04

Digital, Illustration & Visual Storytelling

Bringing ideas to life through custom illustration, digital media, and visual storytelling that simplify information, engage audiences, and enhance communication.

Representative Experience Includes:

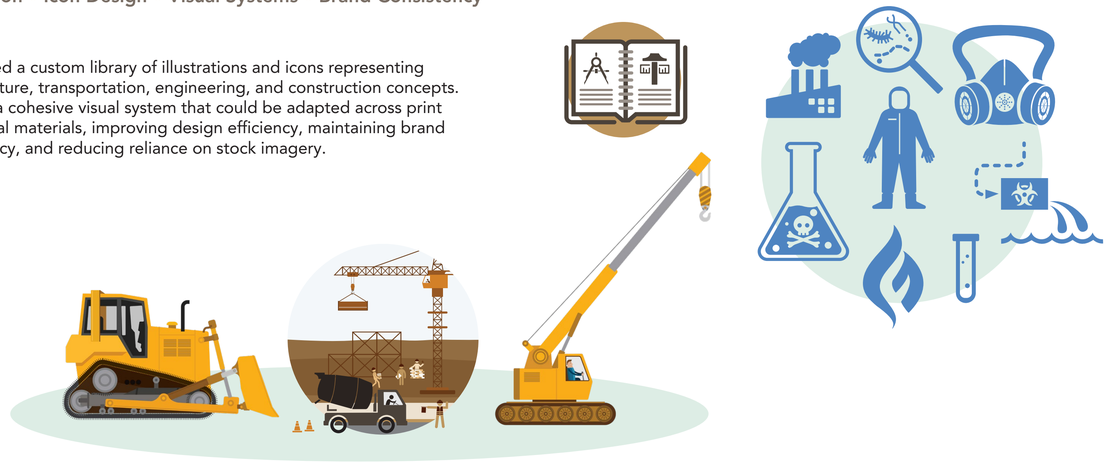
- Custom Illustration & Character Design
- Iconography & Information Design
- Responsive Web & Digital Applications
- Animation & Motion Graphics
- Video & Broadcast Communications

Custom Illustration & Iconography



Illustration • Icon Design • Visual Systems • Brand Consistency

Developed a custom library of illustrations and icons representing infrastructure, transportation, engineering, and construction concepts. Created a cohesive visual system that could be adapted across print and digital materials, improving design efficiency, maintaining brand consistency, and reducing reliance on stock imagery.





Poster with custom icons & photographs I took for each category



Proposal with icons



Proposal with infographics

Information Design & Visual Applications

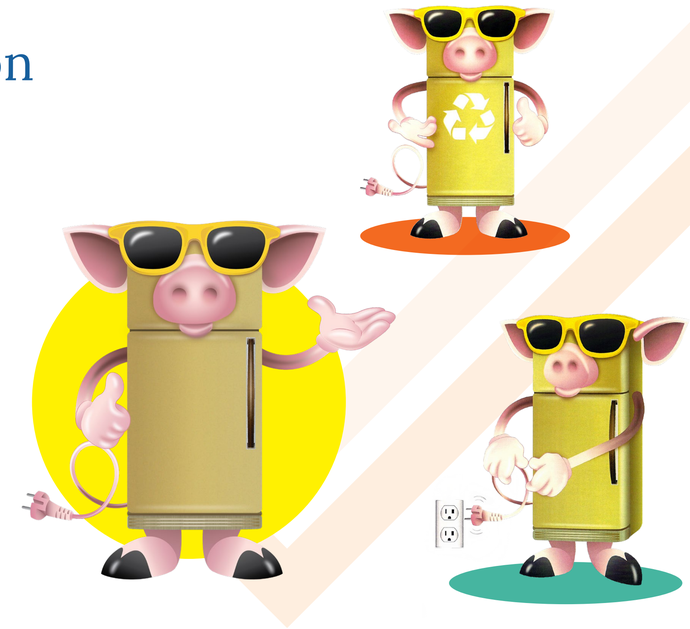
Infographics • Editorial Design • Visual Storytelling • Photography

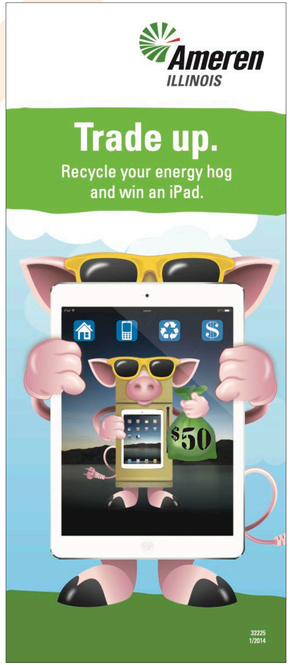
Applied custom illustrations, icons, infographics, and original photography to proposals and promotional materials for infrastructure and engineering projects. Transformed technical information into engaging, easy-to-understand visuals that strengthened communication and established a consistent visual language across different applications.

Energy Conservation Illustration & Character Design

Character Development • Custom Illustration • Campaign Design • Print Collateral

Developed the original "Energy Hog" mascot and supporting illustrations to communicate how inefficient appliances consume excess energy. Incorporated custom artwork into bill inserts, postcards, and promotional materials, creating engaging visuals that helped communicate energy-saving opportunities and encourage customer participation in conservation programs.





Bill Insert Front — Ameren Illinois



Bill Insert Back — Ameren Illinois

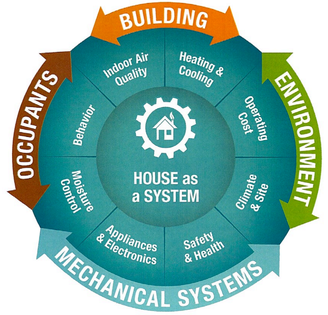
Custom Iconography & Digital Applications

Icon Design • Visual Systems • Digital Design • Brand Consistency

Developed a cohesive library of custom icons and illustrations for Conservation Services Group, translating energy conservation concepts into clear, recognizable visuals. Applied the artwork across website graphics and digital communications to support information hierarchy, strengthen brand consistency, and create a more engaging user experience.

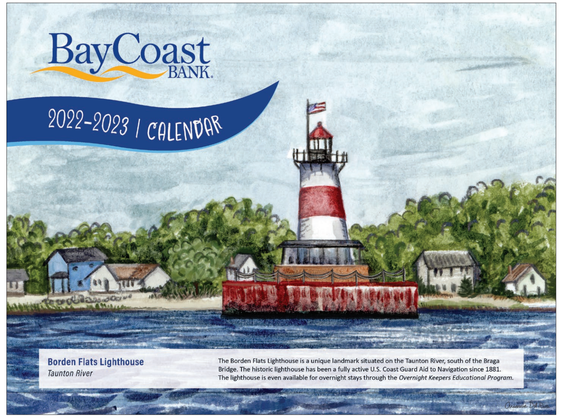








Icon buttons on Conservation Services Group Redesigned Website



Calendar Cover Page

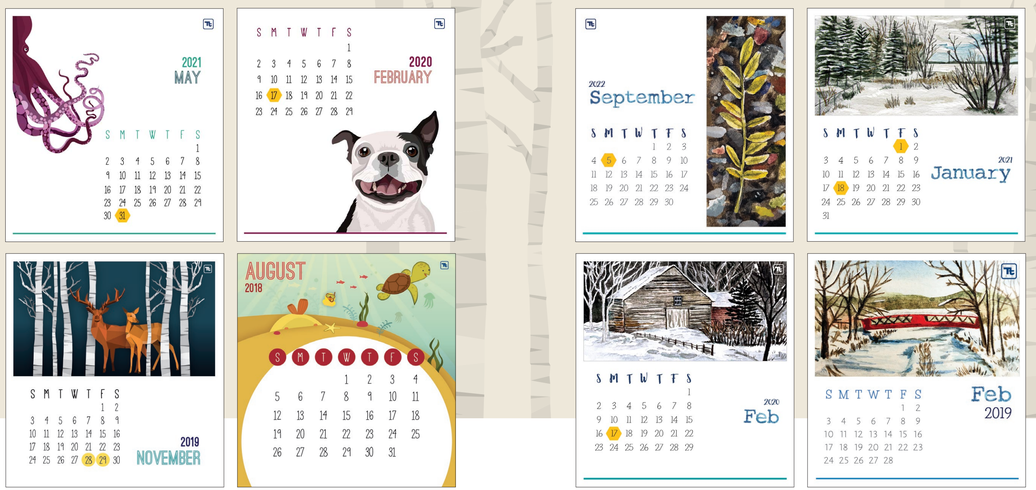


Yearly Calendar

Illustrated Calendar Design

Watercolor Illustration • Editorial Design • Layout Design • Print Production

Created original watercolor paintings and designed a corporate calendar featuring seasonal artwork, calendar layouts, and organizational messaging. Combined fine art with publication design to create a cohesive visual experience across the cover and interior pages.



Calendar Illustration & Visual Storytelling

Digital Illustration • Watercolor Painting • Color Exploration • Visual Composition • Print Production

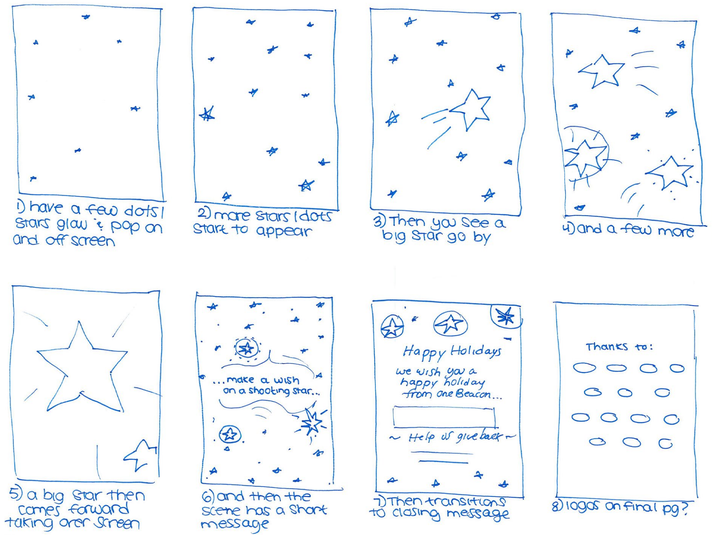
Created original digital illustrations and watercolor paintings for annual calendars, exploring color, composition, and seasonal themes. Digital artwork features playful designs, while watercolor paintings draw inspiration from personal photography, travel, and nature.

Animated Holiday Card

Concept Development • Custom Illustration • Animation • Digital Design

Conceptualized, illustrated, and animated a custom holiday card for corporate partners and clients. Developed original artwork and engaging motion graphics to deliver a personalized seasonal greeting while highlighting charitable donations made in honor of the recipients.

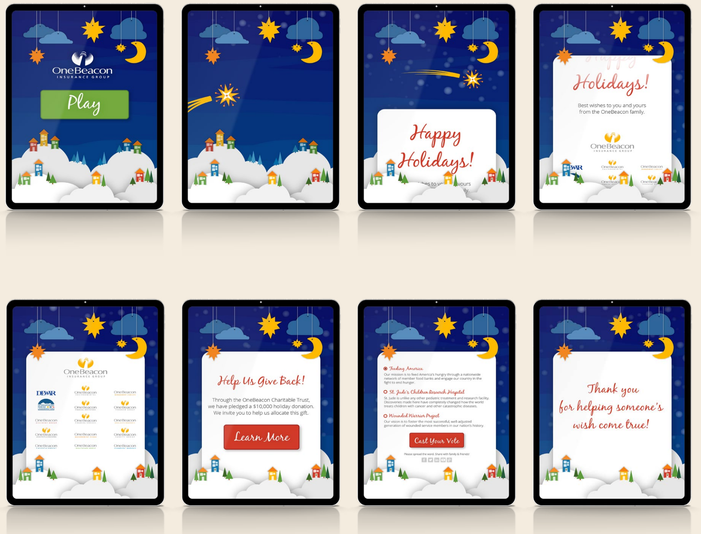
Storyboard Sketches



Personalized Constant Contact Email Graphic



Animation Panels



Video & Broadcast Communications

Visual Design • Brand Communications • Digital Graphics • Video Production

Collaborated with creative and marketing teams on television commercials and instructional videos, contributing to visual concepts, branded graphics, and production activities. Designed ITM/ATM screen graphics featured in customer education materials and participated on camera in select productions, supporting both promotional and instructional communications.



Scan to Learn How to Use Our ITMs

Scan to view the full commercial!



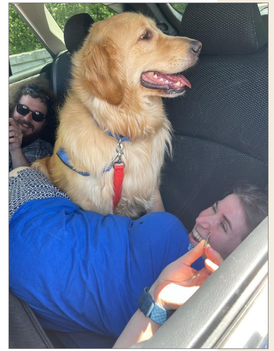
On-Air Performance

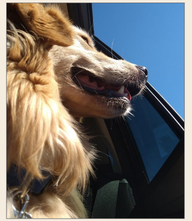




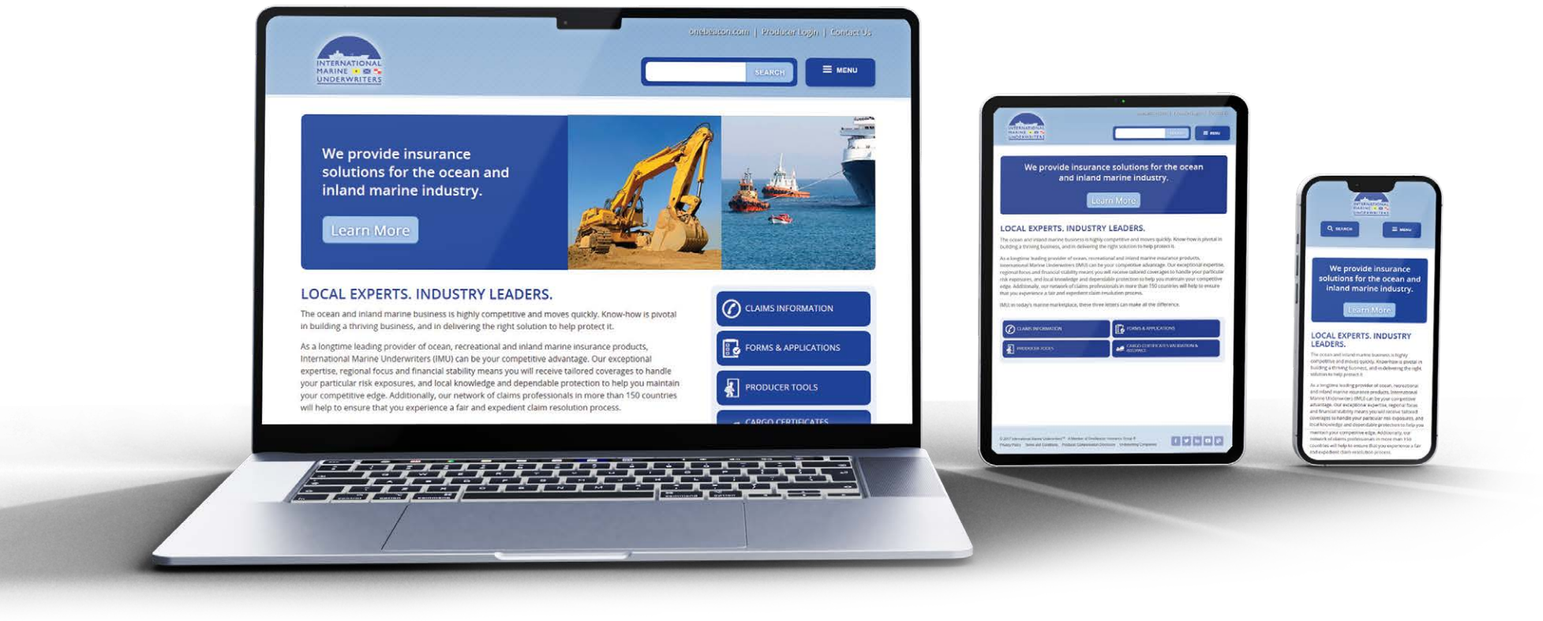


Behind-the-scenes examples highlighting production planning, directing, filming, editing, and collaboration.

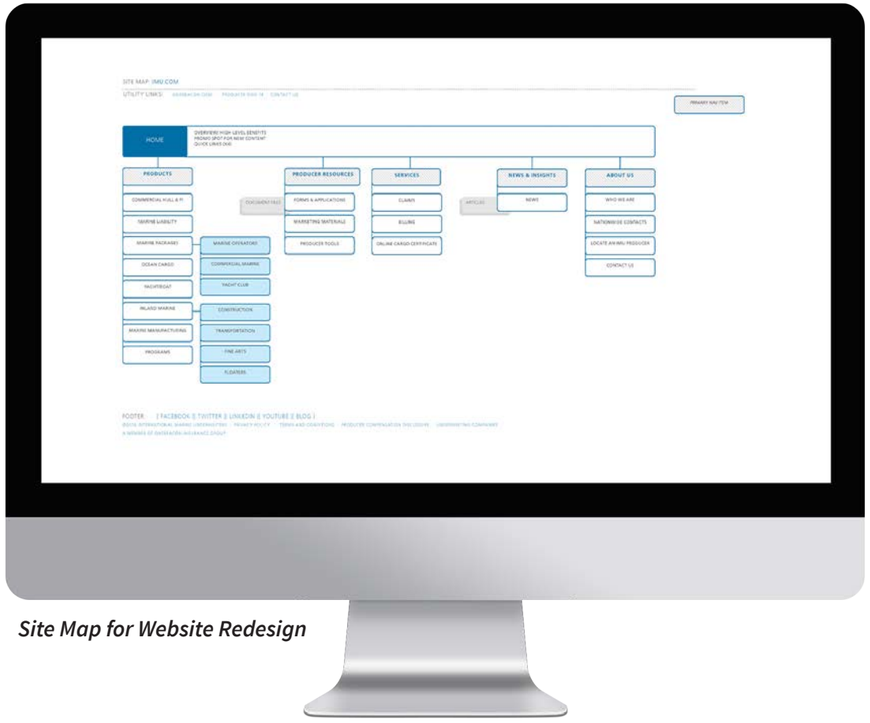








Responsive Website Redesign



Site Map for Website Redesign

Responsive Website Redesign

Web Design • Responsive Layouts • Information Architecture • UI Design

Collaborated with the creative, marketing, and web development teams to redesign the International Marine Underwriters website for desktop, tablet, and mobile devices. Contributed to site map restructuring, responsive page layouts, custom button icons, and quality assurance testing to create a more accessible, consistent, and user-friendly digital experience.