

Carmen Artola

Graphic Designer + Motion Designer

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EXPERIENCE

Freelance Graphic Designer, Motion Designer

2018 – Present

- Develop cohesive brand identities through custom logos, typography, iconography, and color systems
- Design a wide range of marketing and digital assets—including brochures, social media graphics, presentations, web layouts, and email campaigns
- Lead creative strategy and collaborate closely with clients to align visual direction with business goals
- Build lasting client relationships through clear communication, reliability, and thoughtful problem-solving

Lumen Technologies

Lead Graphic Designer, Motion Designer

2021 – 2025

- Conceptualized and produced scroll-stopping graphics and animations for internal & external campaigns
- Led internal design reviews and provided guidance to team members to maintain brand consistency across all visual assets
- Led the development and execution of Lumen Films summer internship program, designing the overall curriculum, managing daily task assignments, providing mentorship, and assessing program outcomes to foster intern development
- Created branded infographics, print signage/displays, and presentation decks to support internal communications as well as high-visibility events
- Developed a Creative Cloud library of 100+ branded icons and characters illustrated for animation

ICF International

Graphic Designer, Video Editor

2019 – 2023

- Designed print and digital assets—including infographics, reports, and social media content—to support public sector initiatives and client communications
- Produced and edited video content and motion graphics for awareness campaigns, stakeholder engagement, and internal messaging
- Collaborated with cross-functional teams and subject matter experts to translate complex information into visually compelling and accessible formats

Northern Virginia Volleyball Association

Graphic Designer, Media Coordinator

2019 – 2021

- Led end-to-end creative on social campaigns, website design, event signage, and print merchandise delivering bold, seamless designs across multiple platforms on tight deadlines
- Produced, filmed, and edited podcast and training video series

SOFTWARE

Illustrator	Premiere Pro	Microsoft Office
AfterEffects	InDesign	Frame.io
Photoshop	Canva	Workfront

EDUCATION

Virginia Commonwealth University	2016 – 2019
B.A. Communications	
Concentration in Creative Advertising	
Minor in Business	

SKILLS

Art direction	Visual hierarchy & timing	Branding	Presentation design
Motion design & animation	Cross-platform campaigns	Print design	Performance-focused design
Strategic storytelling	Typography	Copywriting	Event design

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