

ARIELLE POLLOCK

CONNECT

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BIO

I'm a multi-disciplinary designer coming from a background in industrial design and 10+ years of experience as a hybrid designer and director focusing on advertising, art direction, digital design, and brand identity systems. Based in Chicago but you can often find me sampling other cities.

EDUCATION

General Assembly

Software Engineering -2024

Chicago Portfolio School

Communication Design -2017

Rhode Island School of Design

BFA Industrial Design -2013

TECH STACK

Photoshop / Illustrator / InDesign
InCopy / Lightroom / Premier Rush
XD / Figma / Midjourney / Rhino
HTML5 / CSS3 / JavaScript / Python
Django / Express / Node / React
MongoDB / PostgreSQL / Git / Github

EXPERIENCE

Site Design Group | Designer | Sept. 2022 - Present

Create comprehensive designs for wayfinding, light pole banners, and brand identities for neighborhoods and corridors, enhancing the visual identity of urban spaces.

Alex + Ani | Design Manager | Sept. 2022 - March 2023

Directed the digital team, managing four direct reports and two creative agencies, playing a pivotal role in hiring and mentoring talent, while fostering a collaborative environment through regular team meetings and skill-sharing. Optimized the creative workflow by restructuring incoming briefs and refining project management systems. Spearheaded the creation of a new brand identity including a redesign of the company logos.

Yellowbrick | Digital Art Director | July 2021 - Aug. 2022

Played a key role in a soft rebranding initiative, expanding the company's design identity. Standardized career guide templates for over 20 courses, ensuring consistency and visual coherence. Fostered collaborative partnerships with media partners and universities such as Complex, Adidas, NYU, Parsons, RollingStone, Billboard, FIT and more.

Leo Burnett | Art Director | March 2018 - July 2021

Consistently achieved high client buy-in for campaigns and projects. Worked primarily with the Altria account as an art director. Responsible for designing communications across multiple platforms such as print, media, and billboards, as well as directing photoshoots and giving client presentations. Worked with a range of clients such as Marlboro, Skoal, Serta, Kelloggs, ComEd and more.

Studio Rotblatt Amrany | Designer | Oct. 2015 - Aug. 2017

Accelerated project approvals through detailed renderings and CAD mockups, improving visual communication between artists and clients. Optimized workflow by managing project timelines as well as providing sculpting support during high-demand periods.

EXTRAS

Gantri | Designer | June 2016 - Sept. 2022

Pioneered as one of the initial three designers selected to have their lamp design produced, marketed, and sold, contributing to the company's 3D-printed designer-lamp collection and thriving design shop.

IDSA | ADS | IIT | Keynote Speaker | April 2018

One of five guest speakers for a one-day event, Revisions, discussing the future of design and promoting self advocacy as designers.