



Attabel Artiga

I'm a creative with a passion for building strong connections and relationships with people through visual stories.

I have worked in the creative field over 10 years developing visual communication, brand and marketing strategies for a variety of clients using various multi-channel platforms. I like using different design styles that can carry the unique characteristics of a brand and incorporate them into print and digital environments.

Part of my process is to explore all the possibilities that can lead to new ways we can better visually connect with each other. I highly value teamwork, clear communication, and honest storytelling.

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 @attabel

 in/attabelartiga

EXPERIENCE

CRVA - Charlotte Regional Visitors Authority

Senior Designer

Charlotte, NC | 2022–Present

Currently working closely with the Creative Director on visual strategies and marketing and branding assets for NASCAR Hall of Fame™, Bojangles® Entertainment Complex, and the City of Charlotte brand. Projects include marketing campaigns, ad campaigns, identity systems, in-house communications, and other digital and print collateral across a variety of formats.

The Navigators®

Creative Director

Colorado Springs, CO | 2017–April 2022

Developed and directed the creative services team. Managed the design, development and implementation of all creative communication across print and digital channels maintaining consistency with the brand guidelines. Developed multi-channel brand and marketing strategies with modern UX standards. Responsible for the creation, strategic planning, execution, and delivery of all creative projects.

Freelance Graphic Designer

Art Direction and Brand Strategist

Wilmington, NC | 2009–2017

Worked as a design consultant, brand developer and strategist for diverse clients and organizations. The primary focus was brand identity, marketing collateral, book and poster design, social media campaigns, front-end web design, and photography. From start-ups to more complex organizations, I worked with diverse groups developing their brand message and their visual story bringing projects from concept through production while staying current on trends in local and international design, society, and culture.

Rubbermaid®

In-House Graphic Designer

Charlotte, NC | 2008–2009

In-House Graphic Designer responsible for packaging design, branding and marketing collateral. Responsibilities included brand development, editorial design, label and catalog design, on-site and off-site photo shoots and various advertising campaigns for external and internal communication.

Boone Oakley

Graphic Design Intern

Charlotte, NC | August 2008

Design Intern

Birdsong Gregory

Graphic Design Intern

Charlotte, NC | July 2008

Design Intern

TECHNICAL EXPERIENCE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Creative Cloud

Adobe XD

WordPress

Elementor

FIGMA

Asana

Squosh

Basecamp

Microsoft Office

Mac and Windows Platforms

UX and UI Design

LANGUAGES

Fluent in Spanish and English

EDUCATION

Bachelor of Fine Arts, Graphic Design

Appalachian State University, 2008