

Aubrianna Pahl

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Creative graphic designer with a BFA from College for Creative Studies and 3+ years of experience producing motion graphics, broadcast visuals, and brand systems for audiences big and small. Proven ability to deliver polished, audience-ready design across entertainment and media contexts, including broadcast graphics seen by over 1.2M fans and concept videos reaching 300K+ viewers. Fluent in the full Adobe Creative Suite, Figma, and Blender.

Education

Bachelors in Fine Arts

Detroit, MI

College for Creative Studies

Jan 2023 - Present

Created a 10-minute visual narrative experience, showcased at the CCS Senior Exhibition, taking on storyboarding, animation, editing, and set production.

Experience

Hugo Boss

Auburn Hills, MI

Keyholder

Jan 2023 - Present

- ❖ Designed and implemented promotional signage and social media templates that improved brand consistency across guest communications
- ❖ Built long-term relationships with VIP guests, contributing to repeat business through personalized customer service

Freelance Contractor

Graphic/Motion Designer

Jul 2021 - Aug 2024

- ❖ Designed broadcast graphics for 30+ esports clients, consistently delivering projects under deadline while maintaining a 4.9/5 client rating
- ❖ Reimagined an esports scoreboard later displayed to more than 1.2M fans
- ❖ Produced case studies and design concept videos reaching over 300K viewers
- ❖ Managed multiple concurrent projects simultaneously, meeting all client deadlines across three-years of contract work

Veterans Affairs (CCS Sponsored Project)

Detroit, MI

Graphic/Motion Designer

Sep 2023 - Dec 2023

- ❖ Collaborated with a small team of designers to establish a consistent, accessible, hospital-wide brand system unique to the Detroit VA
- ❖ Led research, ideation, prototyping, and motion identity development for the brand system

Skills

Design

Motion Graphics, Branding, Typography, Layout Design, Social Media Design, Print Design, UI Mockups.

Software and Technical

Adobe Creative Suite, Figma, Blender.

HTML and CSS