Jorge Arroyo

Graphic Designer & Photographer

(310) 913-5510
jorgearroyodesign@gmail.com
https://jorgearroyodesign.com/

Nashville-based graphic designer with a multidisciplinary background in design, photography, and animation. I bring a versatile creative toolkit and a passion for helping businesses of all sizes create solutions that align with their identity.

EXPERIENCE

Brookdale Senior Living, Nashville, TN — ***Graphic Designer***

February 2025 - Present

- Designed executive and investor-facing materials supporting corporate growth initiatives as Brookdale achieved 19% year-over-year Adjusted EBITDA growth in 2025
- Created digital materials for the CEO's pilot initiative to reach new markets, helping achieve a 70.48% reach rate and 293 visits
- Oversaw the visual direction of multiple campaigns, incorporating photography and motion graphics to bring a fresh perspective to design materials

Club Fitness, St. Louis, MO — ***Graphic Designer***

November 2023 - January 2025

- Collaborated with a four-person marketing team to promote the launch of CF Rewards, helping generate over 2,000 reward program memberships within the first 24 hours
- Introduced in-house motion graphics into digital advertising, bringing new visual elements to campaigns across Club Fitness locations and online platforms
- Spearheaded the creation of design assets and marketing materials supporting all 19 Club Fitness locations throughout the St. Louis area

Home Partners of America, Remote — ***UX Design Intern***

September 2022 - March 2023

- Designed dashboard interfaces and visual elements for a real estate company managing a portfolio of more than 25,000 properties across the United States
- Improved user interface elements across the company's website to enhance visual consistency, usability, and the overall user experience
- Led design brief development for AI chatbot implementation, outlining project objectives, aligning design goals, and defining how the UX team would support the initiative

Software Skills: Adobe Photoshop, Adobe Lightroom, Adobe Indesign, Adobe Illustrator, Adobe After Effects, Adobe Premiere, Figma, Creatopy, Wordpress, HTML, CSS

Expertise: Brand Strategy, Print, Digital Ads, Social Graphics, Animation, Motion Graphics, UX, UI, Web Design, Photography, Bilingual (Spanish)