

Isabelle Carrou

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Graphic and Marketing Designer

A detail-oriented designer with experience creating thoughtful, visually engaging content across digital, marketing, and social media platforms. Strong skills in typography, layout, motion graphics, and visual storytelling, with a focus on making information clear and approachable. Comfortable managing multiple projects, staying organized and meeting deadlines, collaborating with teams, and learning new tools and systems quickly. I enjoy finding effective ways to turn ideas into visuals that connect with an audience.

Education

University of California, Santa Cruz

B.A. in Art & Design: Gaming + Playable Media

| Expected Graduation: December 2026

| GPA: 3.95

Technical Skills

- Research and analysis
- Strong organization, time management, and deadline reliability
- Professional communication within cross-functional and creative teams
- Translating ideas into clear visual concepts using moodboards and storyboards
- Research, synthesis, and content summarization

Design & Technical Tools

- Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects
- Canva, Figma, Procreate, Inshot, Blender
- HTML, CSS, JavaScript, WIX, Twine

Experience

Communications & Marketing Intern

Division of Student Affairs and Success - UC Santa Cruz

| July 2026 – Present

- Create and edit high-quality designs and videos for social media, promotional campaigns, and instructional content
- Collaborate with various departments and student teams across the university
- Working on real-world projects that inform and engage students on campus

Content Creation

Vivian Health

| Aug 2025 – Present

- Design and produce engaging visual content and videos for social media platforms, supporting brand awareness and audience growth
- Balance monthly deliverables while maintaining consistent quality, tone, and visual identity
- Collaborate closely with marketing and creative professionals to ensure content aligns with brand strategy and messaging
- Contribute creative ideas that enhances engagement and supports campaign goals

Publicist

Cowell College Senate

| Oct 2024 – Jun 2025

- Led social media presence for campus events through posts, reels, and promotional flyers
- Increased student engagement and event attendance through consistent, creative content planning
- Coordinated outreach with other student organizations to cross-promote events and expand reach
- Developed a recognizable visual style that strengthened the organization’s online presence

Creative Design Intern

Dividend Management

| Aug 2024 – Dec 2024

- Designed visual presentations and graphics used in pitch meetings with signed music artists and athletes
- Helped translate abstract concepts into compelling visuals using storyboards and moodboards
- Worked collaboratively with interns and professionals to produce cohesive, on-brand creative assets
- Supported the creative process from concept development through final execution