

DARLENY AYALA ALMANZAR



Graphic Design student at Baruch College with a focus on UX design. Brings experience in visual storytelling, business, research driven design, and creating accessible solutions for diverse audiences.

Experience

Creative Designer

Commonpoint, New York, NY

AUG. 2025 – DEC. 2025

- Designed reports, presentations, and infographics, ensured alignment with organizational branding and translated complex data into accessible and visually appealing formats for diverse audiences.
- Partnered with the Creative Designs Specialist to brainstorm ideas, review drafts, and refine materials based on feedback while providing input on branding.

Marketing Coordinator

Fitch Ratings, New York, NY

JUN. 2025 – AUG. 2025

- Enhanced ROI visualization for the Marketing Operations team by investigating a Salesforce–Power BI synchronizing issue, manually categorizing 74% of ~600 client opportunity profiles to identify data flow gaps.
- Curated internal image library for the Design & Creative team by sourcing and cataloging 200+ high-quality Getty images covering 120+ rated countries.
- Improved user experience on fr.com by resolving 9 Jira tickets and perfecting site content; successfully uploaded 13 LATAM images with alt text to Contentful for the Digital Media team.
- Strengthened Corporate Communications by compiling 269 journalist contacts across 4 Roxhill lists (Bloomberg, WSJ, NYT, Barron's, Financial Times), contributing to earned media coverage in ABF Journal, CPA Practice Advisor, and MonitorDaily.com.
- Researched and analyzed 110+ competitor content pieces from Moody's, S&P Global, DBRS Morningstar, KBRA, and Egan Jones; presented strategic projections to Sector Marketers to guide short- and long-term positioning.

Awards & Honors

- | | |
|--------------------------------------|----------------------------|
| • Provost Honors Student | JAN 2024 – PRESENT |
| • Financial Women Association Mentee | MAY 2023 – PRESENT |
| • Nike HSI Scholarship Recipient | JAN 2026 |
| • Dean's List | DEC 2022 – DEC 2025 |
| • Gilman Scholarship | DEC 2024 |

Education

Baruch College

EXPECTED MAY 2026

BA in Graphic Communications

Minors: Spanish-English Translation
Business, Technology, & the Internet

Design Lab

FEB. 2026 – PRESENT

UI/UX Design Lab Foundations

Universidad Iberoamericana

JAN. 2025 – MAY 2025

Study Abroad - Dominican Republic

- Studied under full academic scholarship.
- Focus on Design, Animation, Advertising, and C1/B2 Spanish.

Skills

Design

- | | | |
|---------------|----------------------------|---------------|
| • Web Design | • Low-High Fidelity Mockup | • Prototyping |
| • Typography | • Poster Design | • Iconography |
| • Wireframing | • Branding | • Logo Making |
| | | • Book Design |

Software

- | | | |
|-----------------|------------------|--------------|
| • Illustrator | • Marketo Engage | • Contentful |
| • Photoshop | • HTML | • Roxhill |
| • Indesign | • CSS | • Hootsuite |
| • After Effects | • Javascript | • Canva |
| • Express | • Python | • Powerpoint |
| • FireFly | • SQL | • Outlook |
| • Figma | • Excel | • Access |
| | • Salesforce | • Miro |

Languages

- | | |
|-----------------------|-----------------------|
| • Spanish Native | • Mandarin Beginner |
| • Portuguese Fluent | • Korean Beginner |
| | • Yoruba Beginner |

www.designsbyd.github.io/Daaportfolio/.com

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