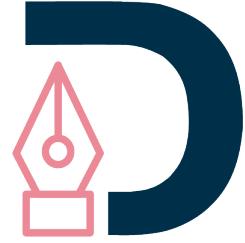


# DARLENY AYALA ALMANZAR



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

## 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 Graphic Design, Animation, Advertising, and C1/B2 Spanish.

## Skills

### Design

- Web Design
- Interaction Design
- Typography

- Wireframing
- Low-High Fidelity Mockup
- Poster Design
- Branding
- Prototyping
- Iconography
- Logo Making
- Book Design

### Software

- Illustrator
- Photoshop
- Indesign
- After Effects
- Express
- FireFly
- Figma

- Canva
- HTML
- CSS
- Javascript
- Python
- SQL
- Salesforce
- Contentful
- Roxhill
- Hootsuite
- Marketo Engage
- Excel
- Word
- Powerpoint
- Outlook
- Access
- Miro

### Languages

- Spanish | Native
- Portuguese | Fluent

- Mandarin | Beginner
- Korean | Beginner
- Yoruba | Beginner

## 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