

Julie Arroyo

Senior Digital Product Designer with 10+ years of experience.

Chicago, IL
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EXPERIENCE

Weigel Broadcasting — Chicago, IL

Senior Web & Digital Designer | APRIL 2022 - PRESENT

- Lead visual and UX design for national TV and affiliate sites, defining scalable systems for broadcast ecosystems.
- Provide creative direction for multi-platform campaigns spanning web, social, print, and e-commerce.
- Collaborate with producers and engineers to deliver accessible, performant designs across devices.
- Established brand-aligned component libraries to streamline cross-brand consistency.

O 24 Solutions — San Diego, CA

Designer / Developer | APRIL 2017 - April 2022

- Designed and launched 70+ client websites with SEO-driven architecture and responsive systems.
- Translated brand identity into cohesive visual systems across print, social, and digital touchpoints.
- Led client discovery and UX audits to refine site clarity and conversion.

Web Domain Solutions — San Diego, CA

Front-End Developer & SEO Manager | DECEMBER 2016 - APRIL 2017

- Developed and optimized client sites for performance and search visibility.
- Collaborated with design and marketing teams to ensure brand alignment.

EDUCATION

Seattle University — Certificate, Front-End Web Development

JANUARY 2015 - DECEMBER 2015

One-year program covering responsive design, HTML/CSS, and modern web workflows.

SKILLS

DESIGN: UX/UI Design, Visual Design, Design Systems, Accessibility (WCAG), Prototyping (Figma), Art Direction

TOOLS: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere)

WEB: HTML/CSS Collaboration, WordPress, Shopify, SEO & Analytics

SOFT SKILLS: Creative Direction, Brand Development, Team Leadership, User Compassion

SOCIAL

LinkedIn -
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Website -
juliearroyo.com