

# Isabela Tellez

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## EDUCATION

**Pratt Institute**, Brooklyn, NY  
*Bachelor of Fine Arts,  
Communications Design*  
Focus: Graphic Design  
Minor in Sustainability Studies  
Graduated with Highest Honors

## SKILLS

**Design & Digital Marketing:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects), Dragonframe, Canva, Web Development (HTML/CSS, Shopify), Stop-Motion Animation, Motion Graphics, Editorial Design, Brand Development, Social Media Strategy, UX Design Principles

**Print & Physical Media:** Printmaking (Relief, Intaglio, Screen, Monotype), Risograph Printing, Letterpress, Collage, Production Design

**Professional Competencies:** Project Management, Client Relations, Cross-Functional Collaboration, Detail-Oriented Communication, Bilingual (English/Spanish), Child Development & Educational Programming, Community Engagement, Problem-Solving, Adaptability, Deadline Management, First Aid & CPR Certified

## SUMMARY

Isabela Tellez is a graphic designer based in Brooklyn, NY. She studied Communications Design at Pratt Institute with a focus in Graphic Design and a minor in Sustainability Studies. At the core of her practice is a hands-on approach and attention to detail. Isabela works across collage, printmaking, stop-motion animation, motion graphics, and editorial design. Her work has been recognized by outlets such as *Pitchfork* and *Graphic Design USA*.

## EXPERIENCE

**Freelance** / Graphic Design  
August 2021 - Present  
Produces physical merchandise, video and digital design for client social media and event promotion. Develops accessible brand strategies and content schedules that use algorithms to boost engagement. Communicates extensively to ensure that final deliverables align with client needs and vision.

**Meltdown** / Graphic Design  
March 2024 - Present  
Develops and maintains e-commerce platform, prioritizing user experience to generate sales. Optimizes the coordination of social media and marketing schedules to align with product launches. Translates brand identity into unique, thoughtfully designed marketing materials and digital content.

**Haricot Vert LLC** / Digital Marketing & Studio Intern  
October 2023 - July 2024  
Created social media content and promotional materials, generating 2.3 million views cross-platform. Managed a visual asset library still in use today by brand designers and product developers. Represented Haricot Vert during community events and built relationships with customers and collaborators.

## PROJECTS

**WARP RECORDS – OPERATOR MUSIC VIDEO:** Directed, animated, and edited official lyric video for “Operator” by Yves Tumor, generating more than 100k views on YouTube and recognition by Pitchfork Magazine.

**SENIOR THESIS – Kitch Femme Bodies:** Conducted a year-long research and design project, culminating in an interactive website that combined original visuals, a written manifesto, music and video.

**COMMUNITY INVOLVEMENT Dykes and Dolls** / Graphic Design  
July 2025 - Present  
Supports media nonprofit of +37.7k followers by designing graphics, editorial layout, and merchandise. Manages cross-functional responsibilities at events while promoting community engagement.

**HONORS AND AWARDS**  
Graphic Design USA (GDUSA) 60th Annual Showcase of Best Graphic Design 2023

Pratt Graphic Design Outstanding Merit Award Recipient

Pratt Munson Animation Honors Award