



DANI AYALA

Illustrator

Van Nuys, CA 91406

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Education

Bachelor of Fine Arts, Illustration

ArtCenter College Of Design, Pasadena, CA

Spring 2023

Awards

Reflections Student Scholarship

Granada Hills, CA -2018

Department Scholarship

ArtCenter College of Design, Pasadena, CA -2019

TAY Scholarship

Transitions, Van Nuys, CA- 2021

Work Experience

Internship

6/2022-8/2022

Mattel, El Segundo, CA

- Created assets for consumer products.
- Presented a set of emoticons for the official Mattel discord server.
- Assisted in creating brand guides.
- Updated brand posters

Projects

Lgbtq+ Zine- Community Project

Summer 2021

Kaleidoscope, Los Angeles, CA

- Collaborated with young artists to develop pages.
- Designed various pages representing lgbtq+ spaces and community.

MeeDee- Business Commission

Spring 2022

Northridge, CA

- Presented clients with concept sketches of logo design that represented the business.
- Designed finished logo sign to clients' liking.

Languages: English, Spanish (proficient)

Software:

- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Procreate

Skills: Design & Presentation: Illustration, Character Design, Graphic Design, Consumer Products, Design Research.