

Eirene Rosillo

Strategic Designer | MBA in Innovation, MS in Digital Media Candidate

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ABOUT

Bilingual (EN | ES) designer with 5+ years of experience creating brand identities, websites, and digital assets that merge strategic thinking with purposeful, impactful design. Currently pursuing a Master of Science in Digital Media at Bellarmine University to advance my expertise in visual communication and creative technology.

WORK EXPERIENCE

Jul 2024 — Present

Freelance Strategic Designer

Louisville, Kentucky

Delivering tailored design solutions for clients across industries:

- Lead branding and web design projects from discovery to delivery, aligning visuals with client goals through clear communication and creative direction.
- Build cohesive marketing materials and social media content that enhance brand recognition and engagement.
- Apply project management practices to handle multiple deliverables, timelines, and feedback with strong organization and adaptability to deliver high-quality design work across industries.

Aug 2023 — Jul 2024

Graduate Research Assistant

University of Louisville | Louisville, KY

Supported the Innovation Core Team on student-facing initiatives:

- Collaborated with cross-functional leadership teams to design engaging materials for major events and strategic innovation initiatives.
- Maintained the WordPress-based Innovation Portal, ensuring all digital resources followed established visual standards for accessibility.
- Provided 1-on-1 design consultations for entrepreneurs, developing investor pitch decks and branding assets through active listening and iterative feedback.

Aug 2020 — Jul 2023

Visual Designer

Elecsis (Full-Stack Digital Agency) | Louisville, KY

Collaborated on internal and client projects, elevating brand and digital experiences:

- Led the company's rebrand and full website redesign, blending creative vision with strategic execution to elevate brand perception and online presence.
- Designed social media content that reflected Elecsis' brand voice and positioning.
- Collaborated directly with clients across industries, translating business goals into compelling visuals through strong communication and attention to detail.
- Managed multiple projects at once with precision and clear prioritization, ensuring consistent quality and timely delivery.

Jan 2020 — Jul 2020

Graphic Design Intern

Elecsis (Full-Stack Digital Agency) | Louisville, KY

Supported the design team on internal and client-facing projects:

- Supported the senior design team in creating web and social media visuals while gaining mastery of agency workflows and client communication.
- Produced a high volume of internal and client-facing branding assets, such as slide decks, web banners, professional document designs, business cards, and promotional print assets.
- Maintained organized file systems and task tracking, contributing to efficient project delivery in a fast-paced agency setting.

EDUCATION

Expected Spring 2027	Master of Science in Digital Media Bellarmine University Louisville, KY
Aug 2023 — Sep 2024	Innovation Master of Business Administration University of Louisville Louisville, KY Graduated with Honors · 2024 Cardinal Challenge 2nd Place Winner with DoorOne.
Aug 2016 — Sep 2020	Graphic Design Bachelor’s Degree Universidad Del Norte Barranquilla, Colombia Graduated with Honors.

PROFESSIONAL & TECHNICAL SKILLS

Design & Strategy	Branding, Creative Strategy, UX/UI, Visual Identity, Web Design & Development, Visual Storytelling, Social Media Design, Graphic Design, Corporate Design.
Tools & Platforms	Adobe Creative Cloud (Illustrator, Photoshop, InDesign, After Effects), Figma, Canva, Wordpress, Squarespace, Wix Studio, Framer.

HONORS AND AWARDS

Feb 2025	HackKentucky 2025 Group Finalist & Award KYX Louisville, KY Selected as one of 5 finalist teams out of 33 in a statewide hackathon for designing a mobile fueling solution for Mavi.io. Led UI design and contributed to UX design and strategy under a 42-hour sprint.
Jul 2024	2024 Cardinal Challenge 2nd Place Winner & Award University of Louisville, College of Business Louisville, KY Secured 2nd place with DoorOne at the University of Louisville’s Cardinal Challenge. Contributed to the startup’s branding, website, investor pitch deck, and digital presence. Awarded a \$5,000 grant to support venture growth.
Aug 2023	Graduate Research Assistant Scholarship Recipient Health Equity Innovation Hub, UofL & Humana Foundation Louisville, KY Recipient of one of the five Graduate Research Assistant Scholarships.
Aug 2019	“Bicentennial of the Independence of Colombia” Exhibition Universidad Del Norte Barranquilla, Colombia One of four designs selected for the Universidad del Norte’s Bicentennial of the Independence of Colombia Exhibition.
May 2017	“Feathers, Petals, and Fonts” Exhibition & Award Universidad Del Norte Barranquilla, Colombia Design displayed at Universidad del Norte’s 'Feathers, Petals, and Fonts' exhibition. Won 1st place for 'Best Phrase' award.