

## CONTACT

Isabella Cerza  
bellacerza.xyz  
Pittsburgh, PA  
443.699.6421  
icerza16066@gmail.com

## PROFILE

Pittsburgh-based multimedia designer specializing in brand identity, motion, digital, spatial, and interactive design. Recent Carnegie Mellon University graduate with University Honors and a Minor in Human-Computer Interaction, experienced across agency, freelance, and collaborative creative environments. Skilled in building cohesive visual systems spanning branding, web, social, motion, 3D, editorial, exhibition, and interior applications. Seeking full-time creative opportunities beginning Summer 2026.

## EDUCATION

Carnegie Mellon University  
2022 · 2026  
BDes, Communication Design  
Minor, Human-Computer Interaction  
University Honors

RMIT University  
Fall 2024 · Melbourne, AU  
Semester Abroad Program  
GPA: 3.8/4.0

## KEY SKILLSETS

### *Design Capabilities*

Brand Identity · Art Direction · Motion Design · Advertising · Web Design · Editorial Design · Exhibition Design · Spatial/Interior Design · Social Media Design · 3D Modeling & Visualization · Design Research · Wireframing · Rapid Prototyping

### *Technical Proficiencies*

Adobe Creative Suite (Illustrator, Photoshop, Lightroom, InDesign, After Effects) · Figma · HTML/CSS · WordPress · Blender

## EXPERIENCE

Freelance Designer  
Summer 2026

### ROLE

Sole Designer

### DESCRIPTION

Leading brand development and creative direction for an up-and-coming Pittsburgh-based powerlifting gym. Designing a complete visual identity system including logos, merchandise, social media assets, web collateral, and environmental applications. Contributing to spatial and interior branding concepts to establish a cohesive in-person and digital brand experience.

Outright  
Summer 2025 · Spring 2026

Design Intern  
Contract Designer

Completed multiple internship and contract terms totaling roughly one year within a fast-paced agency environment. Contributed to client work across print, digital, motion, social, and internal marketing deliverables. Adapted and expanded brand systems across multiple touchpoints while balancing tight timelines and simultaneous projects.

## RECOGNITION

Student Leader  
Center for Leadership Studies  
Fall 2025

Nominated member of the inaugural cohort for the CMU College of Fine Arts Student Leadership Seminar

Published Author  
WOVEN: An Interdisciplinary Journal of Dietrich College  
Spring 2024

Published "Sustainability and Consumerism within the Outdoor Recreation Community: A Design Approach"

# Isabella Cerza