Isabella Freeland

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SUMMARY

Los Angeles designer and photographer crafting cinematic, culturally rooted visual systems across brand identity, packaging, editorial, art direction, UX/UI, and web. Clients span music, wine, construction, finance, healthcare, and design. Brings 12 years of photographic practice to retouching, compositing, and image-led campaigns, and works directly with clients and art directors from concept through final files.

WORK EXPERIENCE

Graphic Designer & Photographer

Isabella Freeland Studio · Self-employed | Jun 2024 to Present | Pasadena, CA

- Art directed, designed, animated, and wrote copy for Type Thursday LA's October 2026 360-degree event campaign as sole designer within a 20-person team under the chapter and editorial leads, delivering 26 assets across animated Instagram posts and stories, email, and Eventbrite banners, plus a co-branded partner carousel, 15-slide animated deck, and printed QR poster
- Designed and launched Behr Construction's 50th anniversary website in Wix Studio, including responsive layouts, navigation, and page-by-page SEO copy, plus magazine ads, a sticker label, and an event wine label extending a 50-year-old logo
- Restored archival project photography and shot new team and property photography for Behr Construction, including Eaton Fire rebuild homes in Altadena, and manage the company's social media, Houzz, and Yelp presence
- Produce Oso Libre Winery's monthly editorial magazine, signage, and label design, from layout through print-ready files
- Designed original branding and packaging for Chokoreto Chocolate, an Adobe commission exploring Adobe Firefly 3 image generation alongside refined, Japanese-influenced typography
- Designed blind box packaging for Pocket Bean's enamel pin collections, and lead projects end-to-end for clients including USC Keck School of Medicine, Bungalow Bookkeeping, and Dr. Kristin Karlyn MD

Design Intern

4eign Design · Internship | Jan 2026 to May 2026 | Los Angeles, CA · Hybrid

- Under the Art Director, designed UI components and interaction flows in Figma for a music-industry SaaS mobile app, conducting user testing to support production readiness (NDA)
- Executed a full logo redesign and scalable brand identity system for 4eign Design, and produced web-ready imagery for clients including Napalm Records, Red Nation International Film Festival, Naicari Beauty, and Cal State LA
- Designed vinyl gatefold album artwork for metal band Tectonic
- Refined prototype card assets and edited a 12-page rulebook for card game Space Suit ahead of user testing

Designer, Photographer & Author

The Fluorescent Atlas · Self-employed | Aug 2025 to Dec 2025 | Pasadena, CA

- Shot, edited, designed, and self-published a 13x11" hardcover Los Angeles street photography book, developing its typographic and layout systems from concept through print
- Managed print production and distribution, generating $800+ in profit within five months following an exhibition at Ronald H. Silverman Fine Arts Gallery

Art Director & Brand Designer

California State University, Los Angeles · Apprenticeship | Jul 2025 to Dec 2025 | Los Angeles, CA · Hybrid

- Conceived, named, and art directed the Vitruvia senior capstone exhibition, designing its full brand identity system (typography, color, layout) across print and spatial materials
- Led a design team producing environmental graphics and exhibition collateral across print and spatial formats

Junior Designer & Photographer

Oso Libre Winery · Part-time | Jun 2014 to Jun 2019 | Paso Robles, CA

- Supported the Art Director on brand and event visuals, photographing events and producing retouched imagery for publication and seasonal campaign materials
- Managed the brand's official Instagram, translating brand voice into consistent social storytelling

EDUCATION

B.A. in Graphic Design, Cum Laude | California State University, Los Angeles | Aug 2023 to Dec 2025
A.A. in Fine and Studio Arts | Pasadena City College | Jan 2020 to Jun 2023

SKILLS

Design & Image: Adobe Photoshop, Illustrator, InDesign, After Effects, Lightroom, Adobe Express
Web & UI: Figma, FigJam, Adobe XD, Wix Studio, Squarespace; responsive design, wireframing, SEO
Other Tools: Glyphs, Notion, Are.na, Miro, PowerPoint, Canva
AI Tools: Claude, ChatGPT, Gemini, Midjourney, DALL-E, Adobe Firefly, AI-assisted HTML/CSS & Python