

Isabella Freeland

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Located in Los Angeles, California

GRAPHIC DESIGN & VISUAL SYSTEMS

Los Angeles-based graphic designer and photographer creating cinematic, concept-driven branding, editorial, and interactive design projects. My practice combines design strategy with visual storytelling, focusing on clarity, mood, and structure to build cohesive visual systems across print and digital formats.

KEY COMPETENCIES

Branding & Visual Identity	Typography & Layout Systems	Photography & Visual Storytelling
Editorial & Print Design	Visual Systems & Art Direction	Research-Driven Design
UX/UI Design	Concept Development	Adobe Creative Suite · Figma

PROFESSIONAL EXPERIENCE

4eign Design <i>Graphic Design Intern</i> <ul style="list-style-type: none">Mentorship-based internship focused on UX/UI, branding, visual systems, merchandise design, research, and collaborative studio practice across digital and physical brand touchpoints	Jan 2026 – Present
Vitruvia Senior Capstone Exhibition <i>Exhibition Branding & Art Direction</i> <ul style="list-style-type: none">Originated the exhibition name and core conceptual framework for a senior capstone exhibition at Cal State LALed key aspects of art direction, defining visual language and thematic toneCollaborated with a design team to translate concept into a cohesive identity across print and spatial applications	Jul 2025 – Dec 2025
Adobe Creative Apprenticeship <i>Freelance Graphic Designer</i> <ul style="list-style-type: none">Led a commissioned conceptual packaging project expanding an existing brand system through narrative-driven visual exploration	Sep 2025 – Oct 2025
Bungalow Bookkeeping <i>Freelance Brand Designer</i> <ul style="list-style-type: none">Developed and delivered a complete brand identity across logo, color, and digital applications	Feb 2025 – May 2025

EDUCATION

California State University, Los Angeles B.A. Graphic Design · Aug 2023 – Dec 2025	Pasadena City College A.A. Studio Arts · Jan 2020 – Jun 2023
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