

# 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  
Editorial & Print Design  
UX/UI Design

Typography & Layout Systems  
Visual Systems & Art Direction  
Concept Development

Photography & Visual Storytelling  
Research-Driven Design  
Adobe Creative Suite · Figma

## PROFESSIONAL EXPERIENCE

### 4eign Design

Jan 2026 – Present

#### *Graphic Design Intern*

- Mentorship-based internship focused on UX/UI, branding, visual systems, merchandise design, research, and collaborative studio practice across digital and physical brand touchpoints

### Vitruvia Senior Capstone Exhibition

Jul 2025 – Dec 2025

#### *Exhibition Branding & Art Direction*

- Originated the exhibition name and core conceptual framework for a senior capstone exhibition at Cal State LA
- Led key aspects of art direction, defining visual language and thematic tone
- Collaborated with a design team to translate concept into a cohesive identity across print and spatial applications

### Adobe Creative Apprenticeship

Sep 2025 – Oct 2025

#### *Freelance Graphic Designer*

- Led a commissioned conceptual packaging project expanding an existing brand system through narrative-driven visual exploration

### Bungalow Bookkeeping

Feb 2025 – May 2025

#### *Freelance Brand Designer*

- Developed and delivered a complete brand identity across logo, color, and digital applications

## 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