

Isabella Freeland

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SUMMARY

Multidisciplinary designer and photographer based in Los Angeles, working across brand identity, UX/UI, editorial, packaging, and publications. Brings cultural research, narrative thinking, and a strong conceptual sensibility to visual systems that are both meaningful and usable.

WORK EXPERIENCE

Design & UX/UI Intern

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

- Collaborated on UX/UI design of a music industry SaaS mobile app (under NDA), refining UI components and interaction flows in Figma and conducting user testing to support production readiness.
- Executed a new logo for 4eign Design through an extensive revision process and prepared scalable web-ready brand imagery showcasing Napalm Records, Radiant Heart, and Jamie's Pro Lift.

Art Director & Designer

Weyes Blood: Hearts Aglow Reborn · Independent Project | Jun 2025 to Dec 2025 | Los Angeles, CA

- Developed a full visual identity system for a conceptual reimagining of Weyes Blood's Hearts Aglow, spanning brand identity, packaging, apparel, and exhibition design.
- Designed gatefold vinyl, CD with lyric booklet, and Apple Music motion graphics; art directed original photography and produced a merch collection including an embroidered hat, candles, lighter, swimwear, slip mat, and tote bag.

Author, Designer & Photographer

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

- Designed and self-published a 13x11" hardcover photography book documenting Los Angeles across nine years, editing and sequencing the work into a cohesive visual narrative and developing its typographic and layout systems.
- Exhibited as part of the Vitruvia Senior Capstone Exhibition; managed print production and distribution, generating \$800+ in profit.

Exhibition Branding & Art Direction

Vitruvia Senior Capstone Exhibition · Apprenticeship | Jul 2025 to Dec 2025 | Los Angeles, CA · Hybrid

- Conceived and named the exhibition, developing its conceptual framework and establishing the typography, color, and layout systems defining its visual identity and art direction.
- Led a senior design team executing the identity across print and spatial materials.

Graphic Designer

Adobe · Freelance | Oct 2025 | Los Angeles County, CA · Hybrid

- Created a commissioned project for the Adobe Creative Apprenticeship reimagining Chokoreto Chocolate packaging through four visual stages using Adobe Firefly 3 in Photoshop.

Graphic Designer

Keck School of Medicine of the University of Southern California · Freelance | Jun 2024 · 1 mo | Los Angeles, CA

- Created marketing materials for the Center for Nasal Brain Delivery.

EDUCATION

B.A. in Graphic Design

California State University, Los Angeles
Aug 2023 to Dec 2025 | Los Angeles, CA

A.A. in Studio Arts

Pasadena City College
Jan 2020 to Jun 2023 | Pasadena, CA

SKILLS

Adobe Illustrator, InDesign, Photoshop, Lightroom, Figma, FigJam, Adobe XD, After Effects, Adobe Express, Wix Studio, Squarespace, Canva, Glyphs, Are.na, Miro, AI-assisted HTML/CSS, Python (AI-assisted)