ARIANNA PROUL

I am a designer passionate about the ability of art as a tool of connection and the importance of creating with our hands. I strive to create engaging and inspiring designs rooted in authenticity. With experience in music, sports, museums, and fashion, I bring a wealth of experience lending to novel solutions and a drive to learn more.

EXPERIENCE

SFMOMA || June 2025 – August 2025
Museum Store Product Development Intern
• Coordinate with Design Studio to create merchandise relevant to current museum exhibits
• Curate a revolving selection of SFMOMA branded materials for sale in the museum store
• Communicate with external vendors and local artists for partnerships to highlight San Francisco community

Hot 8 Yoga || April 2024 – August 2024
Content & Creative Manager
• Manged all content, newsletters, merchandise, and external facing brand collateral for 14 luxury yoga studios
• Art direction for semi-annual brand photo shoot
• Created all printed collateral including business cards, in-studio posters, stickers, exterior window vinyls and billboard advertisements
• Planned and executed pre-opening events for two new studios, attracting 400 attendees and securing 200 new members
• Net growth of 10,000 Instagram followers

Buck Mason || November 2022 – November 2023
Graphic Designer
• Worked with eight person art department to design bi-weekly email campaigns, journal articles, and both organic and paid social advertising
• Managed front end web design to refresh entire website, launched special clothing drops such as Vintage Collection & Eddie Bauer collaboration
• Retouch imagery for website and quarterly print catalog, upholding brand guidelines across all assets

Los Angeles Kings || September 2019 – April 2020
Communications Associate
• Work with NHL coaches and managers to distribute stats and game notes every period to executives, radio and press personnel from major TV networks including Associated Press, NHL, CBS, and FOX.
• Attend, record and transcribe post-game interviews.

EDUCATION

University of Southern California || 2025 – 2026
MFA in Design; Choose Analog: How and Why Hand-Done Mediums are Relevant to Contemporary Indie Music Design

California College of the Arts || 2024 – 2025
MFA in Design

University of Southern California || 2018 – 2022
BA in Communication, BA in Spanish, and Minor in Communication Design
Summa Cum Laude, Thematic Option Honors and Renaissance Scholar

LEADERSHIP

CCA Flat Lab || 2024 – 2025
Studio Monitor
• Teach and monitor students and staff how to use risograph printers and industrial guillotine paper slicer
• Troubleshoot technical printer problems and create printed collateral for the lab

USC Ski and Snowboard Team || 2018 – 2022
Merchandising Officer - 2021 - 2022
• Construct relationship between team and 10+ brands to supply members with gear.
• Create designs for & produce limited-edition merch including t-shirt, hoodie, long sleeve, beanie, stickers and patches.

EXHIBITS

Inspiring Hope Poster Show || 2026
Lilburn, Georgia.
Poster design selected by CX Creative Spaces.

Hybrid Editions || 2025
Letterform Archive. San Francisco, CA
Zine, clothing and poster exhibited with CCA MFA cohort.

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