



Art Direction & Concept Development

emiarzu.com • emilia.arzud@gmail.com

Education

*(SCAD) Savannah College of Art and Design
Savannah, GA*

- B.F.A. in Motion Media Design
- Minor in Advertising and Art Direction
- Expected Graduation: May 2027
- Studies focused on how visual storytelling, motion, and strategic communication can work together to shape ideas and engage audiences.

Awards

*Silver Award — American Advertising Awards
(AAF Augusta) 2026*

- Canon — Lighten Up
 - S32D Artificial Intelligence, Creative Elements Campaign

Best Intern Ever Award — Klap Studio, 2026

- Recognition for outstanding performance, creativity, and contribution during internship

Dean's List — 2023 to Present

Scholarships, SCAD — 2023 to Present

Star Student Shoutout — 2025

- Recognized by Professor Flaherty and Chief Academic Officer Jason Fox for eagerness to learn, leadership, excellence in public speaking, and active participation beyond class.

Skills

Technical

- Art Direction
- Advertising
- Typography
- Strategy
- Branding
- Storyboarding
- Motion Design
- Cinematography
- Video Editing

Software

- After Effects
- Photoshop
- Illustrator
- Figma
- Procreate
- InDesign
- Cinema 4D

Professional

- Creative Leadership
- Collaboration
- Client Communication
- Time Management

Languages

- English
- Spanish

Experience

*Klap Studio, Guatemala City, Guatemala
Creative Intern — 2026*

- Developed and pitched campaigns for Chevrolet, Corporación Castillo Hermanos, Lancasco, Saúl, and VIP, creating concepts, storyboards, shot lists, production plans, and supporting creative direction on set.

*SCADpro, Savannah, GA
Motion Design Lead — 2026*

- Researched SCADpro's brand and positioning to identify opportunities to strengthen its messaging and visual identity; led the motion design team in executing final deliverables under tight deadlines.

*A38 Experience, Guatemala City, Guatemala
Motion Design Intern (BTL Agency) — 2024*

- Worked directly with the lead graphic designer to create event graphics, including the animated BAC Credomatic logo and a promotional video for the agency's services.

*Merry Mixers Entrepreneurship, Guatemala City, Guatemala
Co-Founder & Creative Director — 2024*

- Launched a holiday cocktail mixer business, developing its branding, packaging, campaign, product photography, and marketing strategy, and selling out inventory within three weeks for a 173% return on initial investment.

*UFM Studios & Cine UFM, Guatemala City, Guatemala
Production Assistant (College Freedom Forum) — 2023*

- Coordinated rehearsals, backstage logistics, and technical setups for the College Freedom Forum, while supporting local and international guests throughout the event.

*Short Film Production, Guatemala City, Guatemala
Art Director Assistant — 2023*

- Built and sourced materials for sets, including a bedroom, car picnic, and airport while working within a limited production budget

*Short Film Production, Guatemala City, Guatemala
Production Assistant (Short Horror Film) — 2023*

- Coordinated transportation, scheduling, catering, props, and supplies for cast and crew throughout a three-day shoot.

*Freelance Designer, Guatemala City, Guatemala
Multidisciplinary Creative — 2018 - Present*

- Created branding, campaigns, social content, video, and marketing assets for clients including Birrukis, Frappi, Academics S.A., Ecoclima Guatemala, and UFM FCE.