

ROCCO ARCARO | GRAPHIC/UX DESIGNER

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Summary

Multidisciplinary Graphic + UX Designer focused on brand systems, sports-adjacent marketing, and web experiences. Combines creative direction and front-end understanding to deliver high-impact visuals and user-centered digital solutions. Skilled in prototyping, brand consistency, and data-driven iteration.

Work Experience

Joe Hand Promotions, Feasterville, PA — Graphic Design/UX Intern

April 2025 – September 2025

Designed static and animated graphics for digital marketing, email, and social media campaigns.

Designed promotional artwork for WWE, UFC, AEW, and ESPN, adhering to brand-specific visual systems and standards.

Designed and launched top-performing prospecting ads that have maintained the #1 and #2 positions in their category for over half of the campaign duration (2.5 of 5 months).

Drove record-breaking engagement due to improved ad quality this year, achieving over 2 million impressions in just 1.5 months—surpassing the previous record set by the 2024 ESPN+ for Business campaign.

Streamlined campaign execution, implementing ESPN's commercial brand guidelines to secure faster ad approvals and ensure seamless brand alignment

Rajant Corporation, Malvern, PA — Graphic/UX Designer

April 2023 – Present

Updated and standardized Rajant Branding Guidelines, improving cross-department visual cohesion.

Designed trade show backdrops, sets, and event collateral. Including visual assets for Minexpo 2024, featuring a 40ftx40ft interactive booth set, digital flyers, and social media assets.

Created and maintained product spec sheets, and case studies for internal and customer use, ensuring visual alignment with corporate branding.

Education

Drexel University - B.S. in User Experience and Interaction Design

Expected Graduation: June 2026

3.61 GPA

Skills and Softwares

Design: Visual design, branding, marketing collateral, layout, and motion basics.

UX: Wireframing, prototyping, usability testing.

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, WordPress/Elementor, HTML/CSS/JavaScript.

Certifications: NASPA Certified Peer Educator.

Additional: Collaboration, presentation design, and creative leadership.

Leadership and Other Projects

The Good Idea Fund - Lead Graphic Designer: Oversaw visual direction for all event and promotional design.

Sigma Phi Epsilon Fraternity - Social Media Lead: Directed visual identity and marketing, growing Instagram engagement from 20K → 120K monthly views.

St. Baldrick's Foundation Volunteer: Volunteered as a fundraiser for the last 4 years raising over \$2000 individually and over \$150,000 with Sigma Phi Epsilon.

Hack for Impact - Current Veterans Rebuilding Life Project UX/UI Lead: Direct user and competitor research, build wireframes, and conduct UX testing for nonprofit partnership website.