ROCCO ARCARO | GRAPHIC/UX DESIGNER

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Summary

Multidisciplinary Graphic + UX Designer focused on brand systems, sports-adjacent marketing, and web experiences and results. 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 through creative leadership, and team collaboration.

Work Experience

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

April 2025 – September 2025

Produced over 100 static and animated graphics for digital marketing, email, and social media campaigns on a weekly basis.

Developed and organized promotional artwork for WWE, UFC, AEW, and ESPN events, adapting to brand and event-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 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 Designer/Website Manager

April 2023 – Present

Update and standardize Rajant Branding Guidelines, and manage processes to improve company website, Instagram, LinkedIn, and YouTube visual cohesion.

Designed 10+ trade show backdrops, sets, and event collateral, including visual assets for MINExpo 2024. Contributed to a 40'x40' interactive booth set, digital flyers, and social media graphics.

Create and maintain 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/UX: Visual design, branding, marketing collateral, layout, motion basics, wireframing, prototyping, and usability testing.

Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, After Effects), Figma, WordPress/Elementor.

Languages: HTML, CSS, JavaScript, PHP.

Leadership and Other Projects

The Good Idea Fund - Lead Graphic Designer:
Oversaw visual direction for all event and promotional designs over the course of 3 academic terms.

Sigma Phi Epsilon Fraternity - Social Media Lead:
Directs visual identity and marketing for nationally recognized organization, growing Instagram engagement from 20K to 120K monthly views.

Hack for Impact - Veterans Rebuilding Life UX/UI Lead:
Leads user and competitor research, built wireframes, and conducted UX testing for nonprofit partnership website.

St. Baldrick's Foundation Volunteer:
Volunteers as a fundraiser/head shavee for the last 4 years raising over $2,000 individually and over $150,000 with Sigma Phi Epsilon Fraternity.

Personal Interests: Running, Camping, Cooking, Traveling.

References available upon request.