ANGELICA MIGUEL

DESIGN PORTFOLIO

GRAPHIC DESIGNER ✦ CREATIVE COORDINATOR

HOLA — I'M ANGÉLICA!

I'm an Orlando-based graphic designer who turns bold visual concepts into practical brand identities and multi-channel campaigns. Armed with a rich background in creative coordination and storytelling plus a certification from George Mason University in Graphic Design (not to brag but I did make the Dean's List twice!), I bridge the gap and bring a fresh perspective between artistic vision & seamless project execution.

My work ranges from comprehensive brand systems to freelance collateral. Backed by years of managing high-stakes creative workflows, I bring cross-departmental collaboration, strategic execution, and meticulous attention to detail to every design challenge.



WHAT I DO

BRANDING

CAMPAIGNS

EVENT PROMO DESIGN

PRINT & DIGITAL LAYOUT

TYPOGRAPHY

APPAREL DESIGN

ART DIRECTION

w: angelicamiguel.com
e: angelica.a.miguel@gmail.com
i: @angelicamiguel.designs

WORK EXPERIENCE & SKILLS

PROFESSIONAL EXPERIENCE

GRAPHIC DESIGNER
FREELANCE | ORLANDO, FL | 2024–PRESENT

- Created visually compelling promotional campaigns and brand collateral for clients such as Signature Theatre (VA) and the American Advertising Federation.
- Developed cohesive visual concepts aligned with event promotions, audience engagement strategy and brand identity.
- Managed design projects from initial concept through execution, delivering layout design, typography, and final digital and print production assets.

EXECUTIVE & CREATIVE COORDINATOR
SIGNATURE THEATRE | ARLINGTON, VA | 2021–2026

- Designed print and digital assets, including official show artwork, merchandise, and promotional graphics.
- Produced multimedia advertising campaigns by developing scripts, leading creative brainstorming sessions, hiring talent, and directing photo and video shoots.
- Managed casting workflows, cross-departmental and company-wide scheduling, and executive communications for leadership teams.

ASSOCIATE PRODUCER (CABARETS)
SIGNATURE THEATRE | ARLINGTON, VA | *CONCURRENT ROLE*

- Led creative development for a consistently sold-out cabaret series, curating show materials and visual assets.
- Coordinated between in-house and remote artists to align teams with scheduling, hospitality needs, rehearsal processes, and overall artistic vision for each production.
- Partnered across artistic, production, technical, marketing departments to align technical needs and setlists with creative visions.

OFFICE COORDINATOR
LIVESAY & MYERS, P.C. | ARLINGTON, VA | 2021–2026

- Managed complex scheduling workflows across multiple attorney calendars to streamline client consultations.
- Maintained accurate financial tracking, balanced cash accounts, and processed client payment and receipts.
- Provided administrative support, including file management, supply oversight, and timely response to a high volume of calls and emails for attorneys and paralegals.

EDUCATION

GRAPHIC DESIGN CERTIFICATE
GEORGE MASON UNIVERSITY | FAIRFAX, VA

BA in PERFORMANCE AND DIRECTING
MINOR IN PHILOSOPHY AND LAW
GEORGE MASON UNIVERSITY | FAIRFAX, VA

PROFESSIONAL DEVELOPMENT

MEMBER
AMERICAN ADVERTISING FEDERATION | ORLANDO CHAPTER | 2026 – CURRENT

MEMBER
AMERICAN INSTITUTE OF GRAPHIC ARTS | ORLANDO, FL | 2025 – CURRENT

APPRENTICESHIP
WILLIAMSTOWN THEATRE FESTIVAL | WILLIAMSTOWN, MA | 2018

SKILLS & INTERESTS

- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom, XD)
- Figma
- Canva
- Affinity
- Microsoft Office Suite
- Google Workspace
- PC & MacOS
- Wordpress (Basic)
- Wix
- Slack
- Zendesk
- Tessitura (Lite)
- Creative Direction
- Project Management
- Collaboration
- Confidentiality
- Copywriting
- Organizational Skills
- Emotional Intelligence
- Spanish Language (Proficient)
- Film & Storytelling
- Travel
- Photography
- Cooking (Latin, Italian, Cuban)
- Boxing

CONTACT

ANGELICAMIGUEL.COM | 703.953.5371 | ANGELICA.A.MIGUEL@GMAIL.COM

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01

DUKE'S DISTRICT

FESTIVAL IDENTITY



DUKE'S DISTRICT

FESTIVAL IDENTITY • POSTER DESIGN • ART DIRECTION

PROJECT & APPROACH

Duke's District is a concept design for an annual multi-day jazz festival created as a mock campaign for Destination DC. Named in honor of DC native Duke Ellington, the festival aims to drive tourism, celebrate local Black musical heritage, and establish a fresh cultural anchor for the city. The central strategic challenge of the brief was designing an identity that was capable of appealing to jazz enthusiasts, DC locals, and tourists while balancing historical reverence with modern, energetic event branding. A lot of my design choices regarding layout, fonts, and graphic elements were inspired by vintage jazz posters and album art. The final brand system treats Duke's legacy as a living, dynamic energy that radiates the streets of DC today.

ROLE

DESIGN • COPY • TYPOGRAPHY • ILLUSTRATION

DELIVERABLES

FESTIVAL BRAND IDENTITY • POSTER DESIGN • MERCH • EVENT APPLICATIONS

DESIGN SYSTEM

LOGO

DUKE'S DISTRICT

TYPOGRAPHY

PRIMARY

GARAGE GOTHIC
ABCDEFGHIJKLMNOPQRSTUVWYXZ
123456789!?&

SECONDARY

TRUMP SOFT PRO
ABCDEFGHIJKLMNOPQRSTUVWYXZ
123456789!?&

TERTIARY

EDS MARKET NARROW
ABCDEFGHIJKLMNOPQRSTUVWYXZ
123456789!?&

GRAPHIC ELEMENTS



COLOR PALETTE

#EFC583	#373951	#F1EDD9	#78AA90	#D47C60


DUKE'S
DISTRICT


DUKE'S
DISTRICT
WASHINGTON
D.C
MUSIC IS
EVERYTHING


DUKE'S
DISTRICT
MUSIC IS
EVERYTHING.
#dukesdistrict


GET RID OF THAT MOOD INDIGO
GET INTO THE SWING
SEPT 2-6 5-11P
THE WHARF
DUKE'S
DISTRICT
#dukesdistrict
DC


DUKE'S
DISTRICT
AT THE
WHARF
LABOR DAY
WKND
SEPTEMBER 2-6
MUSIC STARTS AT 5P
DON'T MISS THIS
TOE TAPPIN' FESTIVAL!
#dukesdistrict
BUY TICKETS
DC


VIP
GENERAL ADMISSION


SEPT 2-6
THE WHARF DC
SEPT 2-6
THE WHARF DC


MUSIC IS
EVERYTHING
LABOR DAY WKND
SEPTEMBER 2-6
AT THE WHARF
COME SEE HOW AT DUKE'S DISTRICT. TICKETS AT DUKESDISTRICT.ORG




Instagram
@dukesdistrict
The Wharf DC
FESTIVAL LINEUP
SEPT 2 THURS KAMASI WASHINGTON
SEPT 3 FRI CORY HENRY & THE FUNK APOSTLES
SEPT 4 SAT ESPERANZA SPALDING
SEPT 5 SUN HERBIE HANCOCK
SEPT 6 MON SAMARA JOY
JOIN US AT THE WHARF
Liked by destinationdc, dcjazzfest and 352 others
@dukesdistrict Buy tickets at our link in bio!
#dukesdistrict #dcjazz

02

COOLA SUNCREEN

AD CAMPAIGN



COOLA SUNSCREEN

ADVERTISING CAMPAIGN • ART DIRECTION • PRODUCT ADVERTISING

PROJECT & APPROACH

This spec advertising campaign was developed to explore focused print advertising and audience-driven campaign scaling. Using COOLA's organic skincare line as the anchor brand, I conceived, wrote, and designed a multi-part ad series centered on an often overlooked part of skin care: scalp and head sun protection. The overall challenge was to create ads that felt native to COOLA's established brand while remaining flexible to scale across diverse audiences.

ROLE

CONCEPT • ART DIRECTION • TYPOGRAPHY • VISUAL STRATEGY

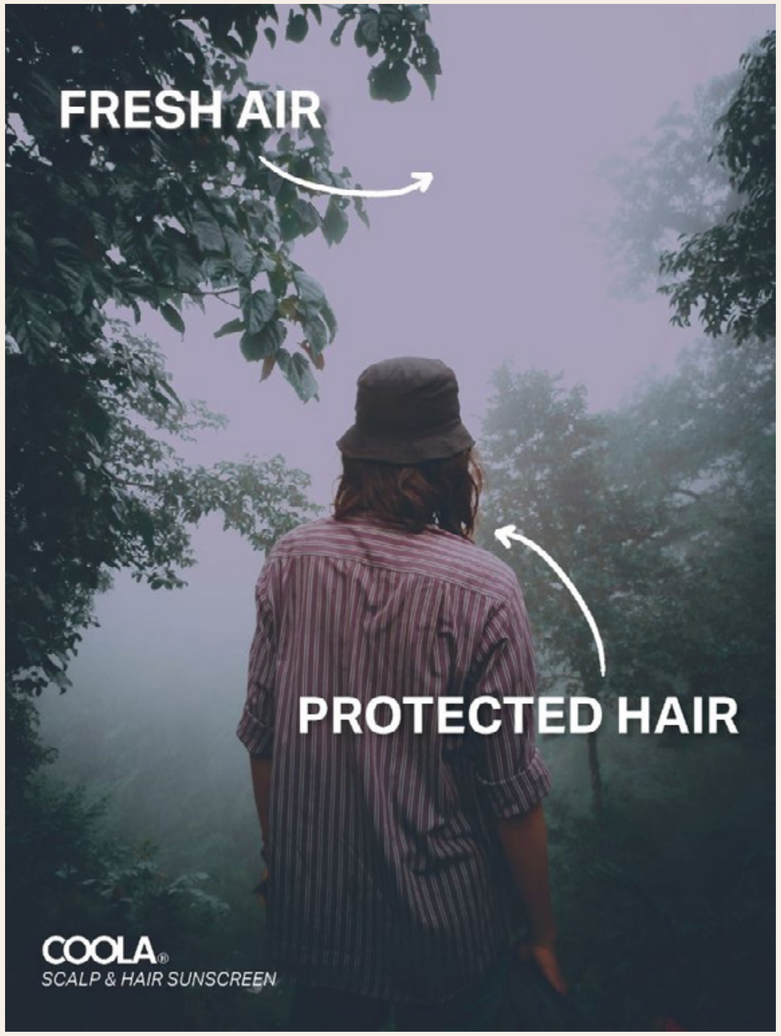
DELIVERABLES

AD DESIGN • OOH MOCKUPS

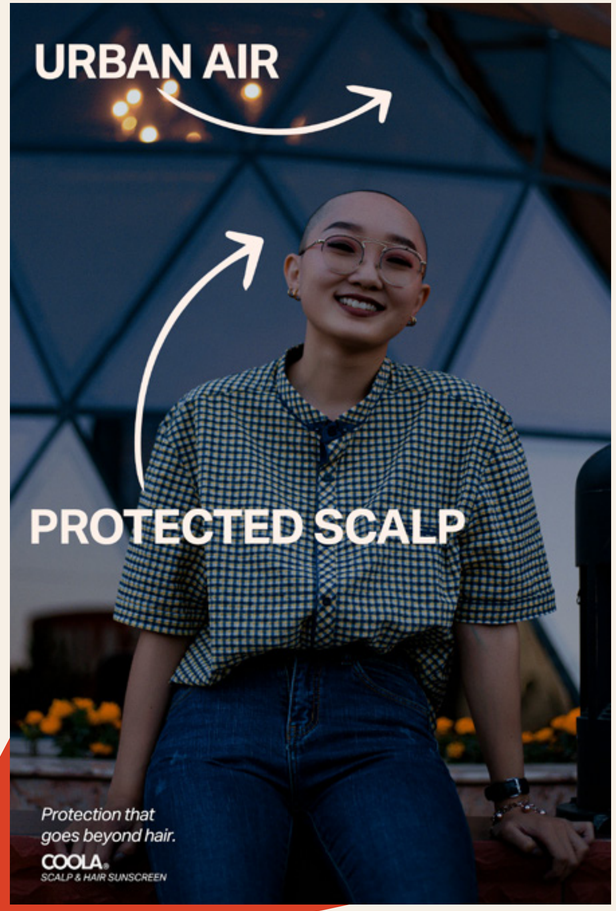
ROUGH DRAFTS

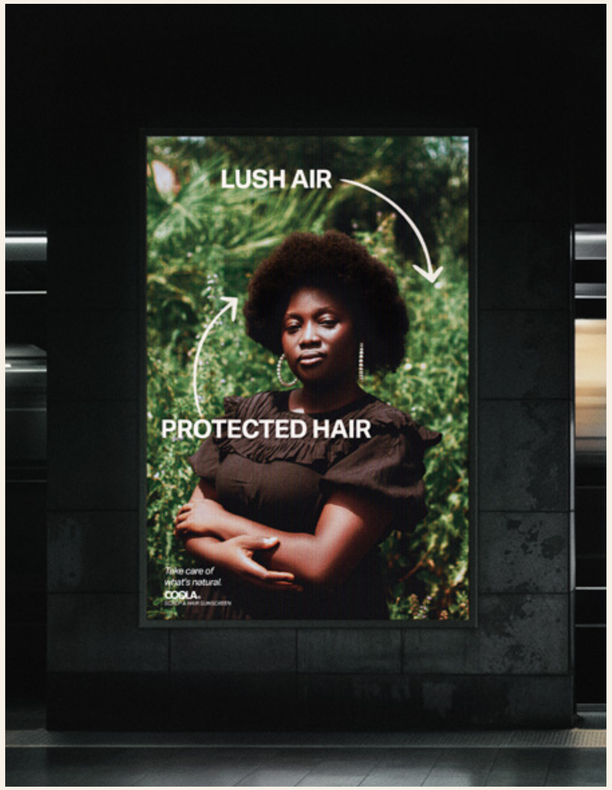
While the project started off as a two-ad series, I found an opportunity to expand it into a broader and more inclusive four-part campaign celebrating diverse skin and hair types which grounded the creative and shed a light on the fact that sun protection is for everyone. With these ads, I had the exciting challenge of getting a second opportunity to work on my initial pieces and expand upon them, ending up with a series that showcased my layout skills, visual hierarchy, and audience-targeted storytelling.



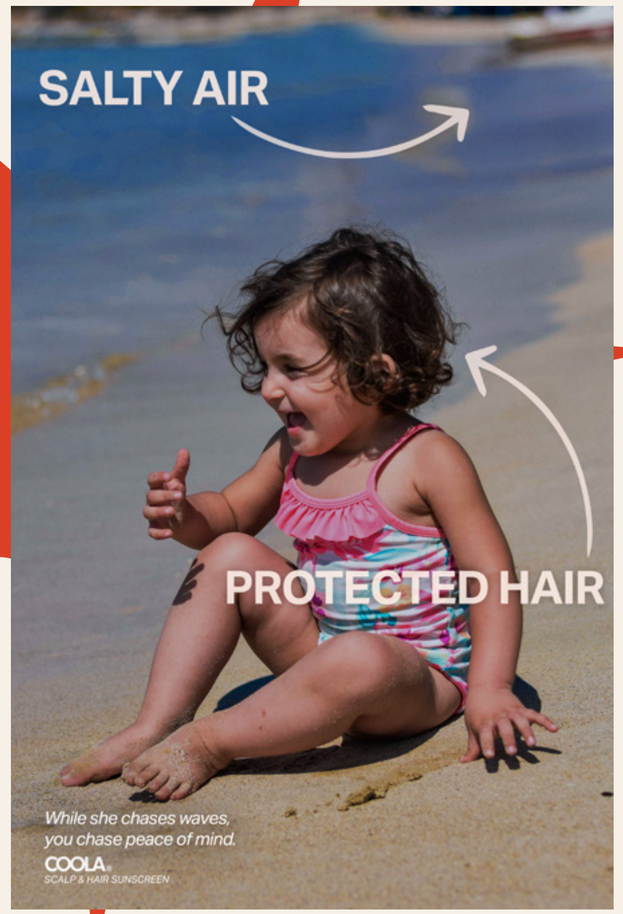


FINAL DIRECTION & MOCKUPS









03

KIDS NOT CONTENT

PSA CAMPAIGN



KIDS NOT CONTENT

PSA CAMPAIGN • SOCIAL AWARENESS • ART DIRECTION

PROJECT & APPROACH

Every day, parents post millions of photos online. While posted with affection and pride, “sharenting” exposes their children to extreme long-term risks: identity theft, data harvesting, and digital footprint permanence before they even learn to read. The challenge with this project was to build a multi-channel conceptual PSA campaign that grabbed parents’ attention without alienating them. The goal was to translate a complex digital privacy issue into immediately understandable visual metaphors across physical and digital touchpoints. To accomplish this, I researched stats, developed a central creative thesis, translated complex and daunting public policy/digital privacy issues into compelling, behavior-shaping visual communication.

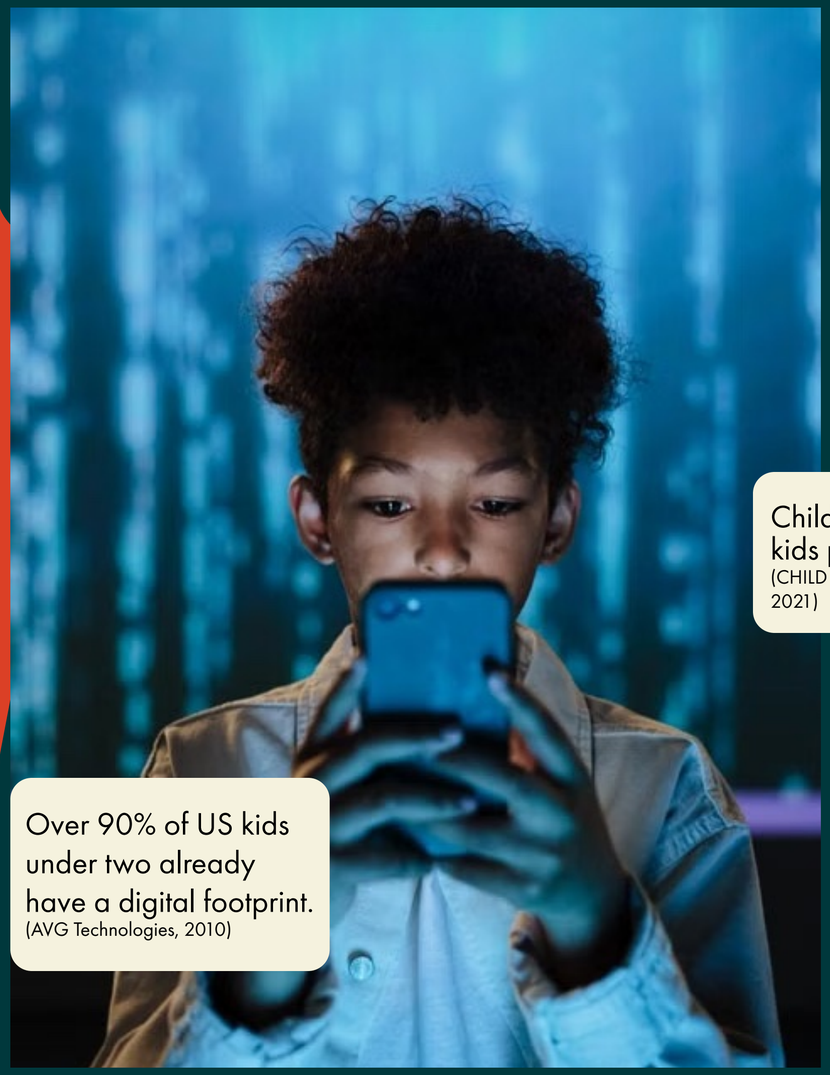
ROLE

CONCEPT • ART DIRECTION • COPY • TYPOGRAPHY • DESIGN

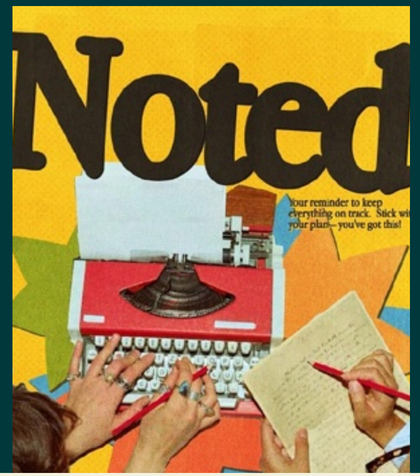
DELIVERABLES

CAMPAIGN IDENTITY • POSTER • SOCIAL GRAPHICS • LANDING PAGE • GUERILLA AD

RESEARCH & INSPIRATION

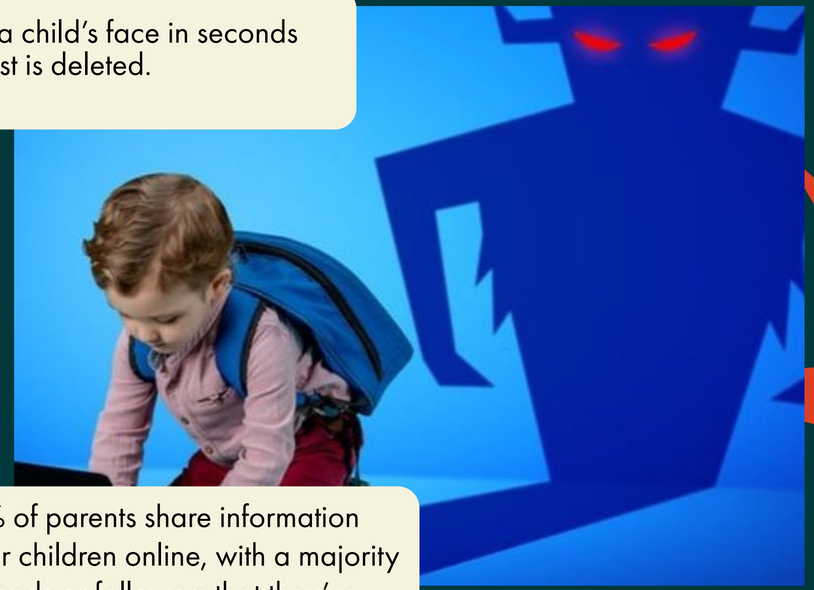


Over 90% of US kids under two already have a digital footprint.
(AVG Technologies, 2010)

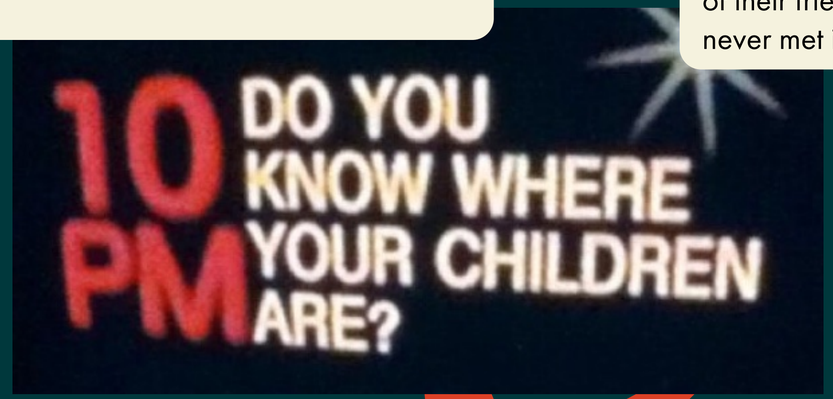


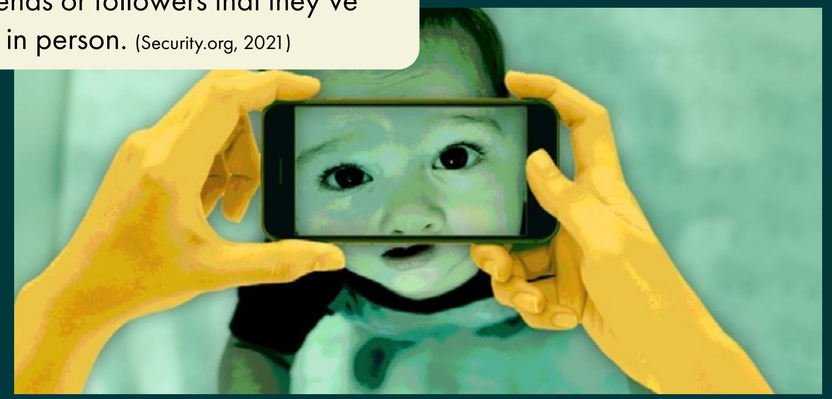
Child identity fraud affects one out of 50 kids per year.
(CHILD IDENTITY FRAUD: A WEB OF DECEPTION AND LOSS, 2021)

AI can identify a child's face in seconds even after a post is deleted.
(ABC News. July 2024)



Over 75% of parents share information about their children online, with a majority of their friends or followers that they've never met in person. (Security.org, 2021)





LOGOS

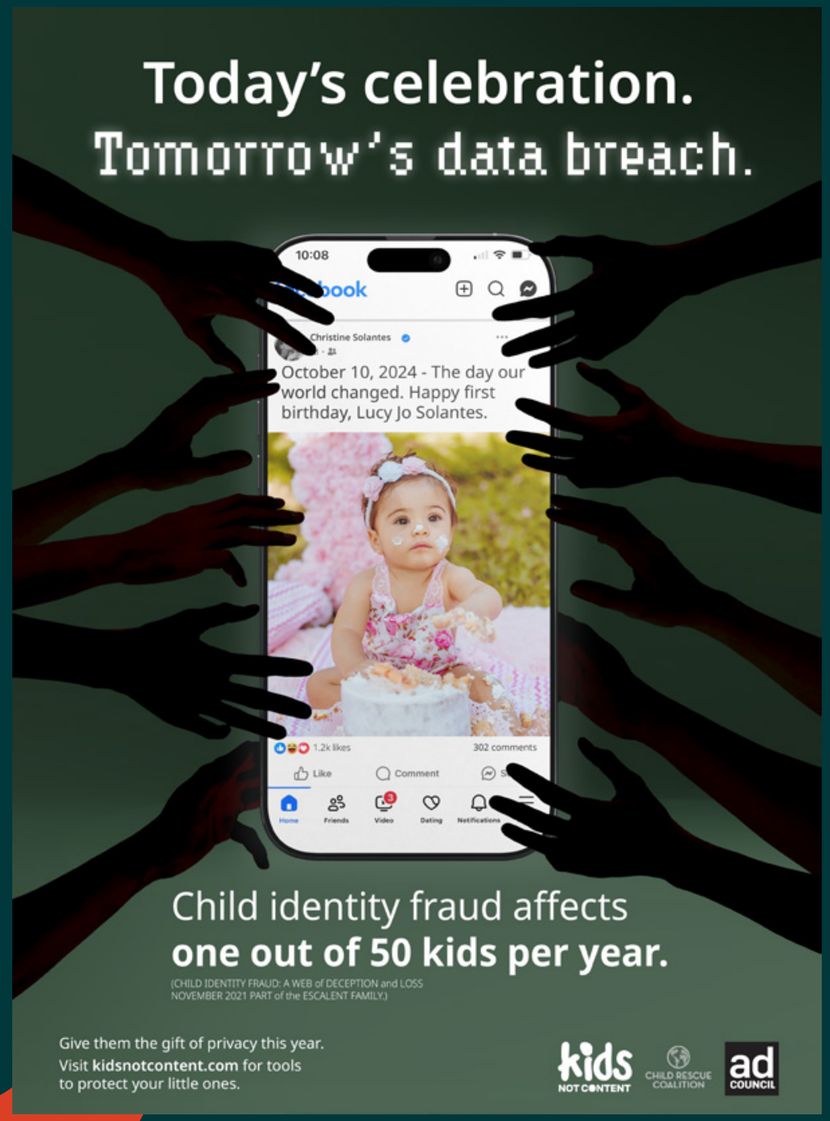






APPLICATIONS
POSTERS

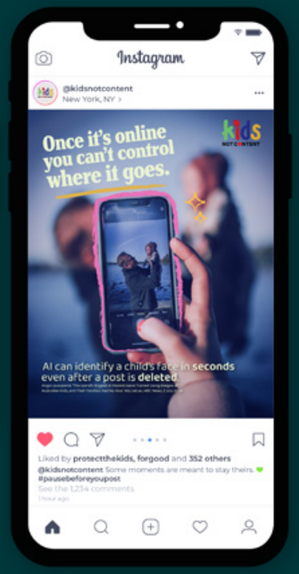




APPLICATIONS
DIGITAL













04

SIGNATURE THEATRE

CABARET ARTWORK & MERCH



CABARET ARTWORK

KEY ARTWORK • ART DIRECTION • PROMOTIONAL DESIGN

PROJECT & APPROACH

Signature Theatre (VA)'s sold-out cabaret series required distinct visual identites for each show in the series. However, strict copyright and licensing regulations prohibited using imagery, graphics, or photography directly tied to featured musical artists or specific protected genres (i.e. using hand snap imagery for Stax, etc.). The challenge was to conceive and design key artwork for each cabaret of the 2025-2026 season and communicate its musical tone and theme instantly without relying heavily on direct artist likenesses or iconography.

ROLE

CONCEPT • DESIGN • ILLUSTRATION • TYPOGRAPHY

DELIVERABLES

KEY ART • SOCIAL • OOH ADVERTISING • EVENT PROMOTION

CONCEPT DEVELOPMENT

Working with Signature's broader brand parameters, I used their color, type, and texture systems to experiment with layout and hierarchy and make each cabaret's core identity expressive and custom on our marketing materials. At the completion, I created a repeatable, legally compliant art direction strategy for Signature's consistently sold-out cabaret series which continued to drive high box office performance and reinforce Signature's strong reputation for premier musical revues.

MOOD BOARDS

SAILING: YACHT ROCK



I PUT A SPELL ON YOU: NINA SIMONE



I'M HERE: BLACK BROADWAY



GET DOWN TONIGHT: CLASSIC FUNK



FINAL ARTWORKS

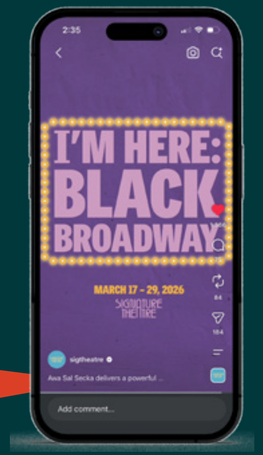








PROMOTIONAL MATERIALS
DIGITAL & OOH



















MERCHANDISE

PRODUCTION MERCHANDISE • GRAPHIC DESIGN • TYPOGRAPHY

PROJECT & APPROACH

Along with their cabaret artwork, I also designed merchandise for Signature's productions of *In The Heights, The Untitled Unauthorized Hunter S Thompson Musical*, and *Pippin*. The goal was to create wearable and eye-catching graphic assets based on memorable quotes or references from each production that audiences would recognize and connect with immediately. Unlike standard merchandise that relies on established key art or photographic imagery, these projects did not allow for any character art or heavy pictorial elements. The visual interest had to be carried through creative typography, layout, and hierarchy. Each design needed to stand out as its own visual piece, taking some inspiration from the themes and energy of the productions. With these constraints, I was able to demonstrate typographic versatility through creating emotionally resonant brand expressions for three completely different productions and deliver graphics that gave audiences a way to rep their favorite shows without becoming walking billboards.

ROLE

DESIGN • TYPOGRAPHY • ILLUSTRATION

DELIVERABLES

APPAREL DESIGN • STICKER DESIGN • GLASSWARE DESIGN

CONCEPT DEVELOPMENT

In The Heights

Working on merchandise for this production was a DREAM COME TRUE. As someone who fell in love with this musical as a teenager and seeing my culture represented onstage, I was so excited to be able to design merch for audiences who became or already are fans of this Tony award-winning musical and to see them be excited by what we came up with after seeing our production. Each phrase for this merch line is inspired by the production, our vibrant latine community, and my own Cuban upbringing.

"I DANCE LIKE A DRUNK CHITA RIVERA"







"NO ME DIGA"







"RESPIRA, JUST BREATHE"







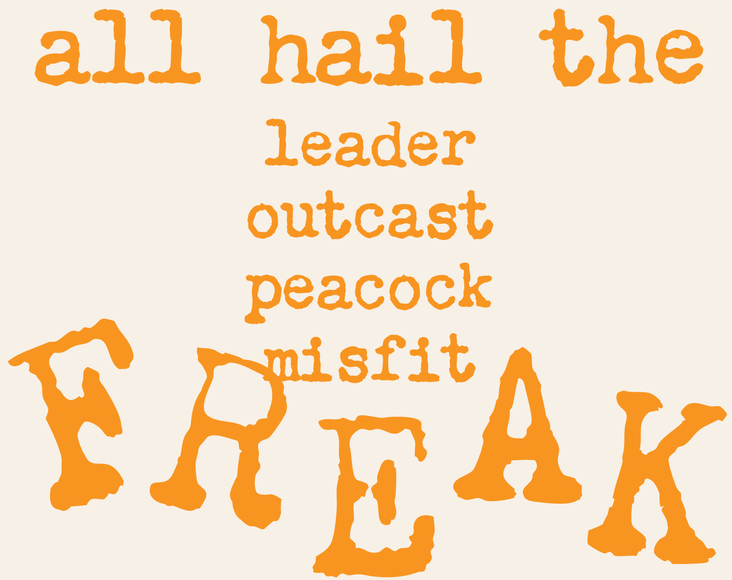
CONCEPT DEVELOPMENT

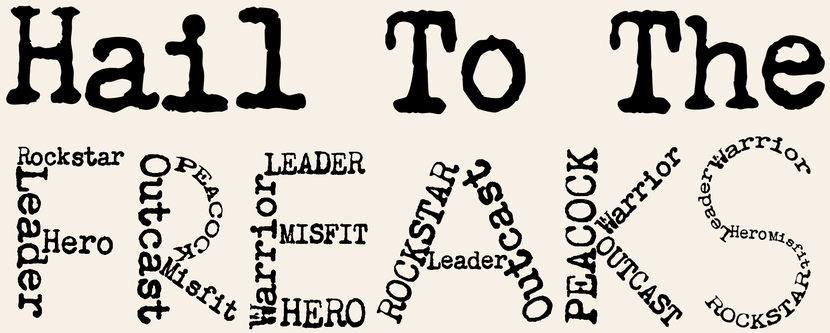
The Untitled Unauthorized Hunter S Thompson Musical

This musical was a brand-new world premiere musical so the stakes were high for me to get the merchandising right. We also had the lucky opportunity to get direct feedback from the writer of the musical which was a very exciting collaborative process. Hunter S Thompson was a scrappy and prolific writer who created Gonzo journalism. He was famous for writing his pieces on typewriters so it made complete sense that the typography reflect that. Based on that and the show's mood, I played around with a few versions of the copy and came up with a few design concepts that reflected Hunter's wild and grungy spirit.

"HAIL TO THE FREAKS"





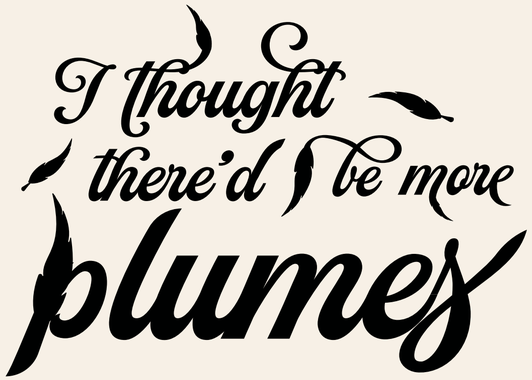


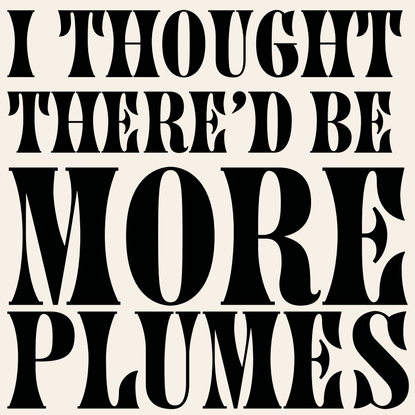
CONCEPT DEVELOPMENT

Pippin

Pippin was a full circle moment. *Pippin* was the first musical I was in as a kid so getting to work on the merchandise design for the production at a theatre that I've looked up to since high school was an amazing experience. Our director wanted to create a version of *Pippin* that explored what life is: the unknown. The set was heavily inspired by the stars which you'll see in the "extraordinary" concepts and our marketing team also wanted to use the "I Thought There'd Be More Plumes" phrase as die-hard fans of this cult-classic musical would recognize the line and be excited to have it as a wearable piece.

"I THOUGHT THERE'D BE MORE PLUMES"





"EXTRAORDINARY"









FINAL DIRECTION & PRODUCTION

In The Heights





















FINAL DIRECTION & PRODUCTION

The Untitled Unauthorized Hunter S. Thompson Musical & Pippin

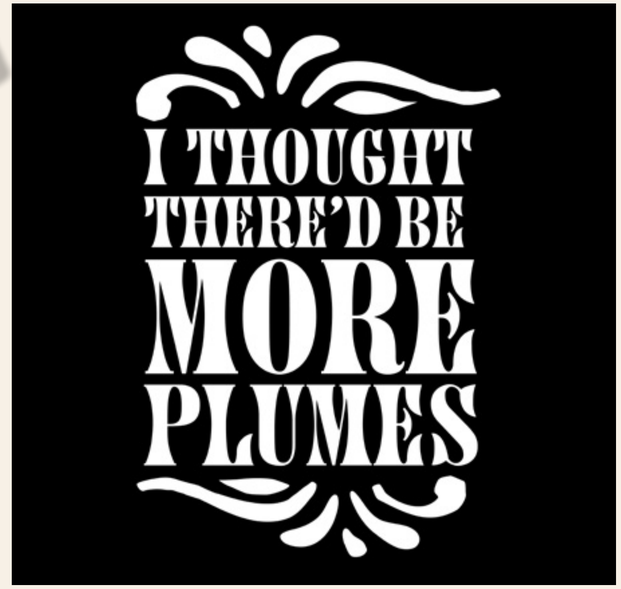


















06

A+B

WEDDING IDENTITY



A + B WEDDING IDENTITY

BRAND IDENTITY • ART DIRECTION • ILLUSTRATION • EVENT DESIGN

PROJECT & APPROACH

This project is a custom visual identity for my own wedding! Inspired by the energy of Studio 54 and my Cuban roots, our wedding was designed to bring a fun, retro, tropical feel across every part of the wedding. The visual system combines a sunset palette (a wink at our love of the beach), retro inspired typography, and disco era influences to create an identity that feels both celebratory and personal. Rather than treating each piece (invites, table signage, etc.) as a stand-alone design, I developed a cohesive language that could be easily showcased across stationery, signage, and reception details.

ROLE

CONCEPT • ART DIRECTION • BRANDING • ILLUSTRATION • TYPOGRAPHY • PRINT DESIGN

DELIVERABLES

INVITATIONS • SIGNAGE • DAY-OF COLLATERAL • PHOTO BOOTH MATERIALS

DESIGN SYSTEM

LOGO



COLOR PALETTE

#E0632B	#F3EFDE	#EDBFB2	#E1980E	#C91516

TYPOGRAPHY

Chunky Retro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789!?&

NL TEQUILA SUNRISE SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!?&

GRAPHIC ELEMENTS

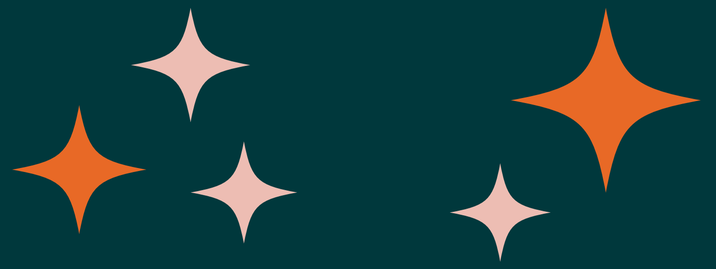




















TABLE SIGNAGE PRODUCTION & DESIGN ASSISTANCE: FRANKADELPHIA

NEON SIGN PRODUCTION: YELLOWPOP

THAT'S ALL FOLKS.*

*unless you'd like to work together!

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THANK YOU!