

SUMMARY

I'm a graphic and web designer who loves to create and promote brand identity over a wide range of digital and print platforms. I'm proficient in the Adobe Creative Suite, website design and development, and delivering innovative design solutions that resonate with your target audience.

EXPERIENCE

Web and Graphic Designer

Independent Contractor | 2022-present

- Collaborating with clients to understand their unique design needs and providing creative solutions to maximize their targeted reach through web, social media and promotional print material.
- Creating new logos and full brand packages incorporated over marketing materials and product packaging.
- Website creations and redesigns from concept to development working closely with the client to surpass expectations.
- Presenting Google Analytic insights and detailed strategies for better SEO and UX to increase web traffic and lower bounce rates.
- Engaging online customers through targeted email marketing campaigns to increase return customers.

Communications Associate & Team Coordinator

Youth With A Mission | 2016-2026

- Creating branded visuals and social media campaigns to promote their nonprofit work in the sphere of community development & humanitarian aid.
- Putting on large-scale events and creating themed merchandise, invitations, posters, signage and slides.
- Designing numerous logos and visual identities and applying them in apparel, brochures, flyers and social media.
- Working hands-on to organize events and manage teams while carrying roles of leadership.

Developer & Designer

SJC Marketing | 2015 - 2016

- Designing and developing websites for a wide range of clients on CMS including WordPress, Squarespace, and Wix.
- Creating print materials consistent with the client's brand and visual needs.

Graphic Designer

MAKE digital group | 2013-2015

- Producing captivating e-marketing campaigns to maximize audience engagement using HTML.
- Taking design concepts and developing responsive websites with best SEO practices and intuitive visitor interaction.

EDUCATION

Bachelor's in Interactive Digital Media, Minor in Art

Northwest Missouri State University | 2013

Summa Cum Laude

KEY SKILLS

Illustrator, InDesign, Photoshop, After Effects, Fresco, HTML/CSS, Mailchimp, Canva, Figma, Microsoft Office Suite, Hootsuite, Conversational Spanish

EXPERTISE

Print Design, Web Development, UX/UI, SEO, Social Media Management, Brand Consistency, Email Campaigns, Marketing, Typography