



Results-driven team player and leader focused on active communication through the entire process

Diverse creative background among non-profits, government, and businesses — focusing on effective branding, innovation, and creating an engaging user experience

PROFESSIONAL EXPERIENCE

Graphic Designer

Mike's Worldwide, Inc. (MWI), Houston, TX, Jan. 2018-present

- Created marketing collateral for digital and print: email ads through MailChimp, online flipbooks with Joomag, trade magazine ads, and booklets for print magazines
- Updated brand identity and produced digital mockups that were incorporated into MWI-branded products sold locally
- Photographed new products weekly for company website
- Built relationship with freelance graphic designers
- Improved website for consistency and immediacy

Web and Content Designer

Best Friends Forever (BFF), Houston, TX, Jul. 2016-present

- Researched comparative analysis for new website
- Created wireframe and prototype
- Developed new UI kit and brand standards
- Launched new site to include CAPTCHA security, 404 error redirection, SEO, backups, volunteer database, data cache managing, and one-page interface

Intern, Digital Media Program

Northwest Vista College (NVC), San Antonio, TX, 2015-17

- Updated and maintained NVC's Digital Media Blog website to improve readability and retention
- Developed interactive training materials for students utilizing composites and storyboards
- Conceptualized and executed marketing collateral for NVC and PRSA

PREVIOUS EXPERIENCE

Volunteer Coordinator and Community Organizer AmeriCorps, Feet First, and Seattle Schools

- Developed bilingual concepts for posters, flyers, and walk-to-school punch cards for Seattle schools
- Printed materials for CMYK output
- Conducted field research to determine map data
- Created walk-to-school maps for distribution

Bilingual 4th Grade Classroom Teacher

Widen Elementary, Austin I.S.D

- Designed instruction for 20 students for daily lessons

SKILLS

Illustrator	●●●●●●●●○○
InDesign	●●●●●●●●●●
Photoshop	●●●●●●●●●●
Premiere	●●●●●●○○○○
After Effects	●●●●○○○○○○
Dreamweaver	●●●●●●○○○○
HTML	●●●●●●●●●●
CSS	●●●●●●●●●●
JavaScript	●●●●○○○○○○
English	●●●●●●●●●●
Spanish	●●●●●●●●○○

HIGHLIGHTS

Created monthly booklet inserts for HQ Magazine, going out to over **50,000 readers**

Created daily email marketing campaigns sent to over **17,000 customers**

Developed a new website and a volunteer portal to add **over 20 members** for BFF

Designed neighborhood walk-to-school maps for **over 500 children** in Seattle Public Schools

EDUCATION

AAS, Digital Media
Northwest Vista College
San Antonio, TX - May 2017

BA, Geography
University of Texas
Austin, TX - Dec. 2009