



**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