## Education

**Texas State University | San Marcos**
BFA Communication Design - Spring 2017

**San Antonio College | San Antonio**
AA in Fine Art - Spring 2013

## Work

**Senior Graphic Designer for SWBC (2022-Current)**
- Create marketing campaigns focused on revenue growth
- Variety of design work including digital, print, social media, eblasts, landing pages,
  invitations, illustrations, and motion graphics for 14 different business divisions
- Maintain long work queue by prioritizing and working efficiently in Workfront
- Colloborate with close-knit marketing team (Creative director, Content Writer, Digital Marketing,
  Videographer, and Program Manager) to execute long-term and short-term projects/campaigns
- Develop corporate brand/adhere to brand standards across all types of design work
- Shoot photography for internal and external requests such as events, productshoots, campaigns and portrait work

**Freelance Graphic Design Services (2016-Current)**
– Work closely with clients to meet design related KPI
– Create branding, marketing, illustration for clients

**Digital Illustrator for Education Testing Services (ETS) (2020)**
– Illustrative work for state-wide standardized testing
– Anatomically correct drawings of animals and humans
– Adhered to accessibility standards for illustrative work

**General Designer for San Antonio Board of REALTORS® (2017-2019)**
– Branding
– Graphics
– Marketing
– Advertisements
– Wayfinding

**UI | UX Designer for USAA (2017)**
– Conduct Stakeholder Interviews
– Create UX Solutions
– Design web pages adhering to brand
– Conduct User Tests

## Work Cont.

**Designer for National Association for Latino Community Asset Builders (NALCAB) ('16-'17)**
– Logo Work
– Infographics
– Business Proposals
– Branding
– Wayfinding
– Marketing

**Design Student Worker for Mass Communications Dept. at Texas State University ('16–'17)**
– Logo Work
– Promotional Posters
– Wayfinding

## Abilities

Brand Identity
Advertising and Marketing
Marketing Campaign
Illustration
UI | UX
Social Media
Print Design
Product Design
Photography
Video Work/Editing
Time Management
Prioritization
Communication with Clients and Peers

## Proficiencies

**Adobe Creative Suite**
– Adobe Photoshop
– Adobe Illustrator
– Adobe InDesign
– Adobe Dreamweaver
– Adobe Lightroom
– Adobe After Effects
– Adobe Premiere

Mailchimp
Hubspot
Workfront
ON24 Events
Eventbrite
HTML and CSS

Workday
Visual Studio Code
InVision
Sketch

## Honors, Awards and Accomplishments

swbcU Leadership Training ('25)
SWBC Mentorship Program w/focus in leadership ('25)
GDUSA Design Awards for In-House Marketing ('25)
AAF - American Advertising Awards - Branding Direction - Silver
GDUSA Design Awards for In-House Marketing ('24)
Hubspot Certification ('24)
NALCAB Equal Housing Poster $1000 Submission ('16)
SAC Annual Student Art Show Gallery ('11,'12, '13)
San Antonio Partnership Scholarship Fund ('12)