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**EXPERIENCE****ACADEUM****Visual Design Lead** — Austin, TX | 01.2018 - 10.2021

Lead an external team in the redesign and improvement of a product experience used by educators from 300+ universities.

Undertook the redesign of a product platform utilized by 8,000+ students, simplifying their registration process and course management.

Created a new brand and design system that introduced accessibility features.

**Design Contractor** — Austin, TX | 03.2016 - 12.2017

Accountable for the user interface and user experience design of multiple product features including financial processing and account management.

Developed a range of marketing and brand materials, including infographics, business deck presentations, and promotional items.

**FREELANCE DESIGNER**

El Paso, TX — Austin, TX | 2015 - Present

Providing creative design solutions to clients in a variety of industries such as technology, education, consumer goods & services, financial services, healthcare services. Design practice includes: UI/UX, web, branding, packaging, print materials, illustration, infographics, business deck, copywriting, etc.

Select Clients: Y'all agency, Questions.Social, Osei Bonsu Productions, MUUV, Jubilee Labs, Meas=ureOne, Roverpass, Giving Life Services, TrueSolace, Meritze.

**GO COLLABORATIVE****Design Contractor** — Austin, TX | 05.2018 - 05.2019

Provided design services, including branding, illustration, and workshops, to several non-profit organizations, including Austin Arts in Sacred Places and Rundberg Educational Advancement District.

**AUSTIN YOUNG CHAMBER****Design & Social Media Contractor** — Austin, TX | 2016 - 2017

Created an effective social media strategy, which included a more visual presence, resulting in improved engagement from core membership.

Designed branding and marketing materials for multiple events hosted by the organization.

**CAMPUS2CAREERS****Design Contractor** — Austin, TX | 2015 - 2016

Assisted the company in fulfilling their design needs, including the creation of promotional materials and infographics.

**LOPEZ MARKETING GROUP****Intern** — El Paso, TX | 2014

Developed copy and design for McDonald's billboard and radio advertisements. Translated press releases for Ford's Hispanic audience. Provided support during television commercial shoots.

**JOHN DUNN STUDIO****Intern** — El Paso, TX | 2013

Received training and gained experience in designing website interfaces using Adobe Muse for multiple clients.

**CONTACT**

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**EDUCATION****THE UNIVERSITY OF TEXAS AT EL PASO**

B.A. in Communication &amp; Media Advertising,

Minor in Studio Art-Graphic Design

2010 - 2015 | El Paso, TX

**KING'S COLLEGE LONDON**

Consumer Psychology &amp; Advertising

06.2014 | London, UK

**JOHN CABOT UNIVERSITY**

Photography

Medieval Rome and its Monuments

07.2013 | Rome, Italy

**INSTITUT CATHOLIQUE DE PARIS**

French IV

Intensive Language Study

06.2012 | Paris, France

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**TOOLS**

Adobe XD

Figma

Illustrator

Photoshop

InDesign

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**SKILLS**

UI/UX Prototyping

Branding

Illustration

Copywriting

Photography

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**LANGUAGES**

Spanish: Native Language

English: Bilingual Proficiency

French: Limited working proficiency