



CONTACT

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OBJECTIVE

A Graphic Designer with **8 years of experience** in visual communication seeking to bring creative storytelling, spatial design, and immersive brand experiences to the world of themed entertainment as an **Experiential/Environmental Graphic Designer**.

- ✳ Bring a multidisciplinary design perspective from prior experience in branding, print, and digital, offering fresh solutions to themed design challenges.
- ✳ Collaborate cross-functionally with co-graphic designers, architects, and set designers to ensure cohesive visual storytelling from concept to installation.

EDUCATION

THE UNIVERSITY OF TEXAS AT DALLAS

Bachelor of Arts and Technology

2015-2017

TARRANT COUNTY COLLEGE

Associates of Arts

2013-2015

SOFTWARES

- ✓ Adobe Illustrator
- ✓ Adobe Photoshop
- ✓ Adobe InDesign
- ✓ Adobe After Effects
- ✓ Adobe Acrobat
- ✓ Sketchup
- ✓ Procreate
- ✓ Microsoft 360
- ✓ Airtable and Asana
- ✓ Teams

OTHER SKILLS

- ✓ Problem-Solving
- ✓ Time Management
- ✓ Collaboration
- ✓ Proactiveness
- ✓ Attention to Detail
- ✓ Communication

PROFESSIONAL EXPERIENCE

SENIOR GRAPHIC DESIGNER

Church360

2018-Present

- ✳ **Written & Visual Communication**
Presented complex sermon themes through clear, engaging visuals, incorporating feedback from diverse stakeholders to achieve cohesive, impactful designs.
- ✳ **Time Management & Multitasking**
Managed around five to ten projects a week simultaneously under tight deadlines without compromising on quality, budget or creativity.
- ✳ **Sermon Series Graphics**
Crafted thematic visuals for sermon series, including title slides, lower-thirds, and promotional assets, ensuring cohesive branding across digital and print platforms.
- ✳ **Seasonal Campaigns**
Led the design and execution of large-scale campaigns, including branding, digital promotion, print collateral, and environmental graphics such as campus signage, photo booth backdrops, and way-finding systems.

GRAPHIC DESIGNER/ STRATEGIC MARKETING MANAGER

Canales Furniture Corporation

2017-2020

- ✳ **Internal Communications**
Created branded materials for employee handbooks, training guides, and internal presentations to support operations and staff development.
- ✳ **Website & E-Commerce Graphics**
Designed banners, product callouts, and promotional visuals for the company website and online store, ensuring a cohesive and engaging user experience.
- ✳ **Video Thumbnails & Motion Graphics**
Conceptualized promotional videos for local television networks (*Univision, Telemundo and NBC*) and created motion graphics for social media and YouTube, enhancing visual engagement and increasing click-through rates.
- ✳ **In-Store Signage & Point-of-Sale Materials**
Developed in-store visual materials including price tags, sale signs, wayfinding, and product feature cards to enhance customer navigation and purchasing decisions.

FREELANCE GRAPHIC DESIGNER

Rebaño Arlington

✳ **2019 - Present**

- ✳ **Visual Content Creation**
Designed digital and print graphics tailored to campus events and initiatives, ensuring consistent branding across both Arlington and Chicago locations.
- ✳ **Multimedia Design & Marketing**
Produced engaging promotional videos, motion graphics, and social media content to expand audience reach and strengthen community engagement.