



CONTACT

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OBJECTIVE

With **8 years of experience** in visual communication seeking to bring creative storytelling, spatial design, and immersive brand experiences to the commercial and hospitality world as an

Experiential/Environmental Graphic Designer.

- ✦ Bring a multidisciplinary design perspective from prior experience in signage, wayfinding, branding, print, and digital, offering fresh solutions to design challenges.
- ✦ Partnered with cross-functional teams, including co-graphic designers, leadership, and key stakeholders, to drive cohesive visual storytelling on all assets from concept to final delivery.

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
- ✓ Autodesk Maya
- ✓ 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 in clear, engaging visuals, integrating feedback from diverse stakeholders to produce cohesive, impactful designs.

✦ **Sermon Series Graphics**

Crafted thematic visuals for sermon series title slides, lower-thirds, and promotional assets ensuring cohesive branding across digital and print platforms.

✦ **Time Management & Multitasking**

Simultaneously managed 5–10 weekly projects, meeting tight deadlines without compromising quality, budget, or creativity.

✦ **Seasonal Campaigns**

Directed the design and execution of large-scale campaigns, spanning branding, digital promotion, print collateral, and environmental graphics such as campus signage, photo booth backdrops, and wayfinding systems.

GRAPHIC DESIGNER/ STRATEGIC MARKETING MANAGER

Canales Furniture Corporation

2017-2020

✦ **Internal Communications**

Created branded employee handbooks, training guides, and internal presentations to enhance operational efficiency 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 produced motion graphics for social media and YouTube, boosting 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.