



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	Sketchup
Adobe Photoshop	Autodesk Maya
Adobe InDesign	Microsoft 360
Adobe After Effects	Airtable and Asana
Adobe Acrobat	Teams

OTHER SKILLS

Problem-Solving	Proactiveness
Time Management	Attention to Detail
Collaboration	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.

Time Management & Multitasking

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

Sermon Series Graphics

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

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.