

VANESSA I. GUEVARA

GRAPHIC DESIGNER !? YES ! FROM EL PASO, TEXAS.

Driven by problem solving through design, empathy, and charm. Always making sure we're on the same page.

vanessag.design@outlook.com
 www.vanessag.design
 @vi.guevara

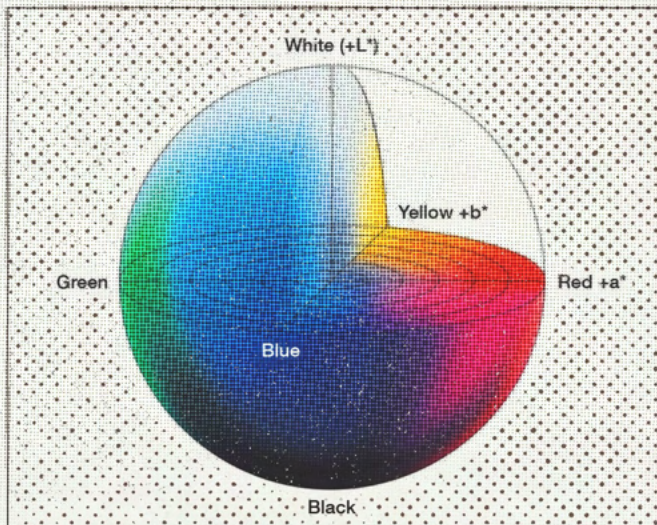


Fig. 1 CIE LAB COLOR SPACE DIAGRAM (1976) Three-dimensional reference system that numerically describes all colors visual to the eye. This model categorizes colors by assigning reference points: hue, lightness and saturation.

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Education

Bachelor of Arts,

DOUBLE MAJOR: GRAPHIC DESIGN & MEDIA ADVERTISING ||| MAY.20
 The University of Texas at El Paso (UTEP)

Experience

Graphic Designer

GRAYCE PROPERTY CONSULTANTS ||| JAN.21 - FEB.22
 Managed and designed all brokerage and marketing materials from start to finish—from establishing a project plan all the way to delegating production for applicable deliverables. Created social media plan and calendars, effectively increasing content interactions and reach in the real estate market.

Graphic Designer

STUDENT AFFAIRS MARKETING, UTEP ||| OCT.19 - JUN.20
 Designed and produced print, web, and promotional items for various UTEP departments within the Division of Student Affairs. Met with program directors and coordinated necessary deliverables and deadlines for event being promoted.

Graphic Designer

NEW STUDENT ORIENTATION, UTEP ||| JAN.18 - OCT.19
 Successfully managed the communication plan and designed multiple deliverables for all orientation sessions throughout the year—keeping into consideration tight deadlines, vendor communication, and production turnaround for each deliverable.

Advertising and Layout Graphic Designer

STUDENT MEDIA PUBLICATIONS, UTEP ||| SEP.2015 - DEC.17
 Responsible for creating advertisements for the official university weekly newspaper according to the clients' objective expressed by account executive. Set type and designed layouts for student-written articles for the university's annual magazine.

Skills

Technical

- ADOBE CREATIVE CLOUD
 Advanced: Illustrator, InDesign, Photoshop
 Basic: After Effects, Premiere, Dreamweaver
- HTML & CSS
- BILINGUAL (ENGLISH & SPANISH)
- MICROSOFT OFFICE

Professional

- BRAIN STORMING
- STRATEGIC PLANNING
- PROJECT SCHEDULING
- PROBLEM SOLVING
- TIME EFFICIENCY
- RELIABILITY