



# PAMELA NANÉT

## DESIGNER

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Experienced Latinx professional with over 15 years of experience in design, community engagement, and administration. Demonstrated success in independently crafting compelling brand strategies across diverse mediums. Proficient in managing the entire design process, from initial research to final execution and presentation. Skilled in brand strategy, typography, and art direction. A strong leader dedicated to fostering inclusivity and promoting growth. Solutions-oriented with exceptional time management and mentoring abilities. Eager to leverage expertise to drive innovation and enhance brand experiences.

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## EDUCATION

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### **Masters of Arts in Museum & Exhibition Studies**

*Magna Cum Laude*

The University of Illinois at Chicago

August 2018 - May 2020

### **Bachelor of Fine Arts in Graphic Design**

Fashion Institute of Technology

August 2005 - May 2009

### **Certification in Google UX Design**

Coursera

April 2022 - January 2023

### **Technical Diploma Web Design**

Milwaukee Area Technical College

August 2009 - May 2010

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## PROFESSIONAL EXPERIENCE

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### **EXPERIENCE DESIGNER & MANAGER**

May 2018 - Present

#### **Lodge by Design Co.**

- Art directed the development of the brand, logo, and brand story.
- Worked closely with clients to understand design preferences and requirements.
- Directed interior design projects, incorporating experience and accessibility design theory to enhance staged interiors and overall guest experiences.
- Successfully launched seven new client projects using experience design theory and targeted marketing strategies.
- Developed and implemented targeted marketing campaigns in collaboration with cross-functional teams.
- Conducted market research and competitor analysis to identify trends and opportunities.
- Enhanced visibility and profitability of interior design projects through digital marketing techniques.
- Utilized SEO and social media to drive website traffic and enhance visibility.
- Spearheaded digital marketing strategies for project launch, resulting in a 50% increase in client profits.
- Managed Lodge by Design Co. launch, staff training, and a small team of three.
- Developed project plans, timelines, and budgets for on-time and within-budget delivery.

## LEAD RESEARCHER, DESIGN CONSULTANT & PREPERATOR

February 2023 - June 2023

### Jacobo & Maria Angeles

- Immersed in local culture of Oaxaca to understand client and audience in artisan craftsmanship context.
- Assisted with the installation and preparation of exhibits at the Museum of Oaxacan Painters (MUPO).
- Led design consulting, delivering high-quality solutions aligned with business objectives.
- Optimized company website's SEO strategy for enhanced online visibility and search engine performance.
- Engaged target audience through dynamic content creation and integrated local culture for personalized solutions.
- Conducted research studies and testing for UX design projects, using data-driven insights.
- Increased online store traffic and sales for customized pieces, driving overall business growth.

## ART DIRECTOR

October 2017 - May 2021

### Itotia Mexica Xi, LLC.

- Orchestrated comprehensive marketing campaigns, leveraging innovative design strategies that significantly elevated the success and visibility of performances and events at prestigious venues like The Chicago Cultural Center, The National Museum of Mexican Art, Ravinia Fest, and The DuSable Museum.
- Designed and commissioned custom costumes to create visually cohesive and impactful presentations.
- Organized and led creative teamwork for workshops, talks, and social justice initiatives.
- Generated creative content for social media, increasing brand awareness and engagement.
- Developed a tailored dance program for youth at Little Village High School, demonstrating community engagement and education commitment.

## DANCE INSTRUCTOR

January 2020 - August 2021

### After School Matters

- Exposed a diverse group of teen participants to various facets of the content area-specific industry while fostering a positive, safe, and collaborative atmosphere for all teen participants.
- Prepared, organized, and supervised interactive, teen-led activities on the content area.
- Developed, planned, and implemented high-quality field trips, master classes, events, and guest visits to enhance instruction and training.
- Active participant in all planning and program dates, contributing insights and facilitating collaborative efforts during instructor orientations, professional development workshops, meetings, and other required sessions. Played a key role in fostering a positive and constructive atmosphere for all teen participants throughout the program.
- Managed and tracked program activities such as attendance, interview outcomes, enrollment, evaluation surveys, and pertinent student records in an online data tracking system (CitySpan).

## LEONIAN FELLOW RECIPIENT - DIGITAL ARCHIVIST

November 2019 - February 2021

### National Museum of Mexican Art

- Utilized advanced proficiency in museum collections management systems, such as PastPerfect and TMS, to streamline archiving processes and enhance accessibility. Contributed to the meticulous archiving of over 5k images by Ann Murdy, ensuring seamless integration into the museum's permanent collections database and server as the Leonian Fellow.
- Implemented and maintained the museum's digital archiving best practices, continuing a high standard for data organization, metadata tagging, and preservation, showing the ability to handle complex and large-scale archiving projects.
- Managed and updated the museum's permanent collections database and server, ensuring accurate and accessible information for visitors, staff and researchers.
- Ability to work independently, during a pandemic, and collaboratively in a team environment.

## DIGITAL DESIGNER

June 2016 - November 2018

### Shaker Recruitment Marketing

- Consistently surpassed client expectations by delivering innovative and visually compelling designs for employment recruitment marketing campaigns, collaborating with copywriters and creative directors. Brands include BCBS, CTC, Molina Healthcare, Thermofisher, and Moderna.
- Analyzed design briefs daily to problem solve and conceptualize visuals in a small agency setting, using typography and design software.
- Specialized in tabletop banners and kiosk design for recruitment conferences.

## GRAPHIC DESIGNER

January 2011 - January 2016

### C2 Graphics Productivity Solutions, LLC

- Ensured pixel-perfect precision and visual excellence in designing websites, digital ads, print materials, infographics, and corporate identity for diverse industries and renowned brands, including KOHLS, KOHLER, Harley Davidson, Walgreens, Subaru, and more.
- Demonstrated adaptability and versatility in designing for various industries and meeting unique client requirements.
- Collaborated with cross-functional teams to translate creative concepts into effective designs, aligning with clients' brand identities and marketing objectives.

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## NOTABLE ACHIEVEMENTS

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- Acquired Google UX Design certification in 2023, demonstrating proficiency in user experience design principles and methodologies. Applied the acquired skills to enhance the usability and impact of digital projects. (2023)
- *Magna Cum Laude* recipient for Masters of Arts in Museum & Exhibition Studies (2021)
- Co-curated and researcher for traveling exhibition *Resisting Cycles of Environmental Injustice in La Villita* (2020)
- Access to Excellence Fellowship Recipient (2019)
- American Alliance of Museum Annual 2019 Scholarship Recipient
- Awarded Board of Trustees Tuition waiver by the MUSE program (2018)
- Organized the art exhibit, "43 Voices," featuring the artworks of 23 high school students and 20 artists from around the world. The exhibition took place in Milwaukee, Wisconsin and was a direct response to the violent acts against the 43 students of Azotzinapa. The artworks were acquired for display in an art gallery, drawing attention to the search and rescue efforts for the 43 students. The exhibit ran for two weeks and attracted nearly 500 visitors, including family members of the victims. The impact of the exhibit resulted in several group youth talks, workshops, and press releases, further amplifying the need for search and rescue efforts. (2015)
- Extensive expertise in web design and graphic design, supported by a Technical Diploma in Web Design and a Bachelor of Fine Arts in Graphic Design.
- Demonstrated a decade of experience in design agency settings, achieving a track record of boosting client profits by 50%.
- Founded and successfully managed two creative companies, showcasing entrepreneurial spirit and business acumen.
- Committed to community service, human rights issues, and advocacy initiatives, reflecting a dedication to social responsibility.

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## ADDITIONAL SKILLS

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### Software:

Figma, Microsoft Office, PastPerfect, XD, InDesign, Illustrator, Photoshop, InVision, WordPress, FileMaker, Sketch, Canva, Shopify

### Web Design:

HTML, CSS, Wordpress

### Project Management:

Asana, Monday.com, Slack, Appfolio

### Bilingual:

Native Spanish speaker and writer with multicultural awareness and sensitivity.