

An accomplished Designer with over ten years of professional experience, including freelancing, maintaining brand standards in-house, meeting tight deadlines in fast-paced creative agencies, and using user experience strategies to leverage large projects within established businesses locally and internationally. Demonstrating exceptional organizational and communication skills and fluent in both English and Spanish, my intentions are to enhance my career by leveraging my professional experience, natural empathy, and life experience to bring a holistic approach to user and guest experience design.

EDUCATION

Masters of Arts in Museum & Exhibition Studies *Magna Cum Laude*

The University of Illinois at Chicago
August 2018 - May 2020

Certification in Google UX Design

Coursera
April 2022 - January 2023

Bachelor of Fine Arts in Graphic Design

Fashion Institute of Technology
August 2005 - May 2009

Technical Diploma Web Design

Milwaukee Area Technical College
August 2009 - May 2010

PROFESSIONAL EXPERIENCE

Designer & Manager

Lodge by Design Co.

May 2018 - Present

- Helped art direct brand, logo, and brand story development.
- Worked closely with clients to understand design preferences and requirements.
- Successfully launched several new client projects using targeted marketing strategies.
- Developed 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.
- Spearheaded digital marketing strategies for project launch, resulting in a 50% increase in client profits.
- Managed and trained a small team of three.

Design Consultant & Preparator

Jacobo & Maria Angeles

February 2023 - June 2023

- Assisted with the preparation of exhibits at the Museum of Oaxacan Painters (MUPO).
- Led design consulting, delivering high-quality solutions aligned with business objectives.
- Optimized the company website's SEO strategy for enhanced search engine performance.
- Engaged target audience by integrating local culture for personalized solutions.
- Conducted research studies and testing for UX design projects.
- Increased online store traffic and sales for customized pieces, driving overall business growth.

PROFESSIONAL EXPERIENCE

Art Director

October 2017 - May 2021

Itotia Mexica Xi, LLC.

- Designed promotional materials leveraging visibility of performances and events at prestigious venues like The Chicago Cultural Center, The National Museum of Mexican Art, Ravinia Festival, and The DuSable Museum.
- Designed custom costumes to visually elevate and impact productions.
- Led a team to take initiative in workshops, lectures, and community-forward events that I organized.
- Managed content for the social media platform Instagram, increasing brand awareness and engagement.

Instructor

January 2020 - August 2021

After School Matters

- Prepared, organized, and supervised interactive, teen-led activities at content area-specific industry spaces while fostering a positive, safe, and collaborative atmosphere for all participants.
- Planned and managed budget for field trips, master classes, 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.
- Managed and tracked program activities such as attendance, interview outcomes, enrollment, evaluation surveys, payroll, and pertinent student records in an online data tracking system (CitySpan).

Leonian Fellow - Digital Archivist

November 20019 - February 2021

National Museum of Mexican Art

- Maintaining the museum's digital archiving best practices, I meticulously archived over 5,000 images by photojournalist Ann Murdy into the museum's permanent collections database and server.
- Utilizing my high proficiency in software skills, I used museum collections management systems such as PastPerfect and TMS to streamline the archive process and enhance search accessibility for free public access.
- Worked independently during a pandemic.

Digital Designer

June 2016 - November 2018

Shaker Recruitment Marketing

- Managed multiple design projects simultaneously, meeting strict deadlines for employment recruitment marketing campaigns for brands including BCBS, CTC, Molina Healthcare, Thermo Fisher, and Moderna.
- Independently interpreted design briefs to problem-solve visual solutions in a small, fast-paced agency.
- Collaborated with colleagues, copywriters, and creative directors in open-concept spaces.
- Maintained brand consistency across recruitment conferences by designing tabletop banners, kiosks, and mobile media ads.

Graphic Designer

January 2011 - January 2016

C2 Graphics Productivity Solutions, LLC

- Detailed experience designing websites, digital ads, print materials, infographics, and corporate identity for diverse industries and renowned brands, including Kohl's, Kohler, Harley-Davidson, Walgreens, Subaru, and more.
- Learned to collaborate with cross-functional teams to translate creative concepts into effective designs, aligning with clients' brand identities and marketing objectives.

NOTABLE ACHIEVEMENTS

- *Magna Cum Laude* recipient for Master of Arts in Museum & Exhibition Studies (2021)
- Co-curated and researched for the traveling exhibition "Resisting Cycles of Environmental Injustice in La Villita" (2020)
- Access to Excellence Fellowship Recipient (2019)
- American Alliance of Museums Annual 2019 Scholarship Recipient
- Awarded Board of Trustees Tuition Waiver by the MUSE program (2018)
- Native Spanish speaker and writer with multicultural awareness and sensitivity
- Curated and designed the art exhibit "43 Voices," featuring the artworks of 23 high school students and 20 artists from around the world. 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)
- Demonstrated a decade of experience in fast-paced design agency settings, achieving a track record of boosting client profits by 50%
- Started and successfully managed two creative companies, showcasing entrepreneurial spirit and business acumen

ADDITIONAL SKILLS

Software:

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

Web Design:

HTML, CSS, Wordpress

Project Management:

Asana, Monday.com, Slack, Appfolio