



Summary Skills

- Experience working In-House and for various clients under tight deadlines and turnarounds.
- Excellent communication skills with the ability to collaborate and cooperate with others.
- Very comfortable using the Adobe Suite (Illustrator, InDesign, Photoshop) and Microsoft Office Suite (Excel, Word, PowerPoint). Video editing software (Premiere and After Effects) to create animated logos, Motion graphics various types of print collateral, and digital collateral including web ads, landing pages, and email layouts and event materials.
- Fluent in spoken and written Spanish.

Education and Certifications

Kennesaw State University - Bachelor of Arts, New Media Arts

Visual Design using Adobe Photoshop 2022 - Status: Current thru 5/25/2026

Employment

Sr Production Designer, Cox Business/Hospitality Networks

June 2024 - Present

- Collaborate with the marketing collateral team to create and update a variety of sales and customer awareness materials, including sell sheets, product briefs, presentations, infographics, and user guides.
- Assist the Hospitality Networks team by monthly updates of the Video On-Demand system's feature titles.
- Facilitate cross-team communication by coordinating the collection and distribution of materials such as poster art, film metadata, and On-Demand lineup screens among various stakeholders.

Graphic Artist, Atlanta Journal Constitution/CoxNext

June 2021 - July 2024

- Aiding the company's advertising clients with various advertising campaigns consisting of complex HTML5, Video, and static ads that distinguish our clients in their markets.
- Completely redesigned the branding for Best Places to Work and Celebrating Nurses two of our largest annual sponsorship events at the AJC.
- Consulting fellow AJC partners including Dawgnation, Access Atlanta, and Coxnext with brand consistency, decks, presentations, email campaigns, and landing pages.

Multimedia Designer, Better Homes and Gardens Real Estate MB

June 2020 - June 2021

- Helped unify and establish the company's visual Identity by revamping the brand guidelines making sure it stays consistent across various touchpoints. (built an icon library, templated various collateral, and created a collective brand guidebook for outsourced design work.)
- Designed various print and digital collateral for campaigns that market the company's different programs. Social Media posts and Google ad retargeting campaigns increased Traffic to the company's various web pages and enrollment in real estate licensing programs.
- Email Marketing campaigns (Mail Chimp and Activepipe) that have promoted brand awareness and have helped grow Agent recruiting by 14% in the last quarter of 2020.

Graphic Designer, Communique-USA

July 2018 - June 2020

- Assisted revamping the company's Visual Brand Standards and Talent Marketing with the creation of short Explainer Video animations/templates, new employee onboarding infographics, web banners, and icons for Youtube, and various templates less design-savvy colleagues can later use and customize to their needs. Collaborated with fellow designers on branding materials and distributing the workload to meet quick turnaround deadlines.

***Contracted to Chick-fil-A HQ, Production Designer/Content Manager**

July 2018 - April 2020

- Worked on a team in the company's In-House Agency that manages 'The Studio' (a creative CMS template editing platform site that is used by restaurant managers to create and order marketing materials) by Formatting designs to fit various sized collateral that was later offered on 'The Studio' as an editable template.



(Continued)

***Contracted to Chick-fil-A HQ, Production Designer/Content Manager**

July 2018 - April 2020

- Managed a major project to increase the site's low UX up by 43-47% in a year by archiving, auditing, and organizing over 1000 different assets and templates and by validating a list of required metadata for each item.
- Produced high-quality marketing designs for campaign ads, internal presentations, Digital Offer Cards, flyers, presentations, billboards, and/or other various creative one-off requests from the restaurant field. All while ensuring designs reflect the brand look and feel by following the CFA VIS.

Design Intern, Alston & Bird

April 2018 - July 2018