

Bio

I am a passionate designer and former educator who believes in the transformative power of empathy-driven design. Through creativity with purpose, I create beautiful solutions that educate, empower, and uplift communities.

Skills

- ✓ Figma
- ✓ Wordpress
- ✓ Adobe Creative Suite
- ✓ Acute Attention to Detail
- ✓ Excellent Public Speaking Abilities
- ✓ Professional & Conversational Spanish

Education

BS in Elementary Education

Grand Canyon University | 4.0

UX/UI Bootcamp

University of Texas Austin | 4.0

Experience

Graphic Designer | TheHomeMag

January 2024 - January 2025

- Developed and maintained cohesive brand identity across all marketing materials
- Raised approval percentage by 40% in 1 month
- Designed brochures, flyers, posters, and other print marketing
- Created a design manual from scratch to aid with scalability, consistency, and training
- Created infographics and data visualizations for reports and presentations
- Assisted with digital assets for websites, email campaigns, and social media

Graphic Designer | Freelance

February 2023 - Current

- Developed visually compelling designs for digital and print materials, including logos, brochures, websites, and social media graphics
- Managed multiple design projects simultaneously, delivering high-quality work on time and within budget
- Created brand identities for clients, including logos, color schemes, typography, and style guides to maintain consistency across all marketing materials
- Provided design solutions that effectively communicated complex ideas or messages, ensuring clarity and engagement

UX/UI Designer | Freelance

May 2023 - Current

- Designed user-centric interfaces for websites and mobile applications, ensuring seamless user experiences (UX) and visually appealing user interfaces (UI)
- Conducted user research through surveys, interviews, and usability testing to gather insights and inform design decisions
- Developed interactive prototypes in Figma to test user flows, gather feedback, and iterate on designs based on usability testing
- Optimized user journeys by analyzing heatmaps, session recordings, and A/B test results to enhance conversion rates and engagement
- Performed heuristic evaluations and UX audits to identify usability issues and recommend improvements