



## CONTACT

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## EDUCATION

**BFA with a specialization in Graphic Design.**

**Minor in Marketing**

Texas Rio Grande Valley Univ

August 2018 - December 2023

Summa Cum Laude

## SOFTWARE

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

Adobe Premier

Adobe After Effects

Adobe Animate

Adobe Bridge

Adobe Lightroom

Adobe XD

## SKILLS

Advertising Design

Brand Identity

Editorial Design

Design Management

Mobile and Web Design

UI/UX Design

Social Media Design

Illustrator

Typography

## AWARDS

- Silver AAF Award for Mr. Sirloin Logo Design.
- Silver AAF Award for Mr. Sirloin Branding Campaign.
- Bronze AFF Award for Mr. Sirloin UI/UX.

## LAURA MENCHACA

### GRAPHIC DESIGNER

Resourceful, expert in detail and outside-the box thinker with experience in poster, content and illustration design. Focused in implementing an effective design process with concept development, and visual exploration.

## Experience

### Student Leader Involment

#### Alpha Sigma Tau

2018-2023

*Vicepresident of Member Development*

*Vicepresident of Opetations*

*Chapter President*

- Created a virtual new member experience based off an only in person approach that successfully recruited 12 members
- Planned design a virtual attendance process that helped track accountability which raise attendance by 35%
- Lead the Operations Team and support them in executing their position responsibilities by the facilitation of agendas, minutes, reports and relevant resources.

### Pulse Magazine

#### Graphic Designer

2021-2023

- Developed a series of captivating editorial graphics and illustrations for the 2023 issue that had a reach of 300 copies.
- Creating visual content for online issue such as thumbnail covers, infographics, and poster illustration.
- Co-implemented a comprehensive design style guide, guaranteeing brand consistency for the print. It achieved a 30% improvement in project delivery time

### Everable

#### Graphic Design Intern

2018-2019

- Successfully completed 5 of design projects per week during the internship, or meetings with the use of Adobe programs.
- Marketing materials, including brochures, flyers, and banners, which contributed to a 10% growth in customer inquiries.

## Volunteered work

### Philanthropy annd Community Servie

2019- present

*RGV Food Bank*

*Dress for Success*

*Women's Wellness Initiative*

*Walk in her Shoes: Mujeres Unidas relay games*

*UTRGV Food Can Drive*