

Luz Saavedra

Designer & Illustrator



Summary

- 5+ years of independent design and illustration work spanning both printed and digital materials.
- Roughly 2 years of social media management and content creation across multiple platforms.
- Work featured in both local and out of state events.
- Able to comfortably work with a variety of industry standard software and tools.
- Guest speaker for a panel at UTRGV's First Annual SIPCE conference.
- Held community leadership roles both locally and online which helped foster engagement and growth.

Education

UTRGV

Graphic Design

President of Access for Sex-Education Student Organization from Summer 2022 to Fall 2023.

2021 - Present

UTRGV

Biology

Sociology & Psychology Minor

Graduated
2016

Contact

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Portfolio **luzsaavedra.crd.co**

Experience

2019 - Present

Freelance Designer

- Work with content creators on creating a visual identity for the graphics and assets that will help promote and grow their platform.
- Establish a long-term relationship with clientele in order to secure repeat collaborations and work.
- Advertisement on social media platforms.
- Manage various projects at once, some with quick turn around times.

July 2024 - Present

Graphic Design Student Assistant

- UTRGV

- Create Newsletter booklet publication for print.
- Management of social media and official website content.
- Create flyers and other promotional material.

June 2022 - November 2023

Campus Health Educator

- Access Esperanza Clinics

- Run various social media platforms and created content to help increase engagement.
- Create printed promotional material which included flyers, brochures, stickers, and more.
- Held weekly outreach tabling events in order to help educate the community.
- Led various collaborations with local leadership groups and established a network of like minded individuals.
- Coordinate bi-monthly meetings and presentations.

August 2021 - June 2022

Student Assistant - UTRGV

- Spearheaded various creative projects such as a themed bookmark collection, community requested pins, and more.
- Recorded videos and helped create content for Instagram.
- Create printed promotional material which included flyers, brochures, stickers, and more.
- Led various presentations, events, and discussions on diverse topics.
- Involved in the hiring process for new employees.

October 2019 - August 2021

Print & Marketing Associate - Staples

- Created and worked on custom bulk orders such as business cards, posters, binding, lamination, etc.
- Advised and worked with customers on designs for their business's visual identity for print.
- Secured high volume print deals and marketing campaigns with local customers.
- Helped lead the store to winning a district competition for number of sales in the department.
- Recognized by General Manager for excellent performance and received positive customer surveys.