

Marcela Estrada

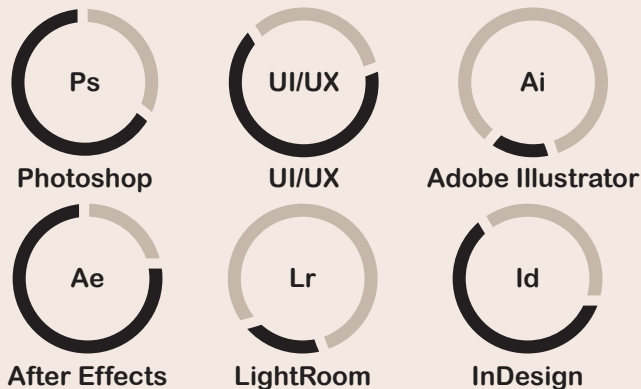
Graphic Designer

Cheladesigns@outlook.com
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Profile

I am skilled at utilizing my creativity to solve complex design challenges across multiple platforms. My goal is to bring my diverse portfolio of work experience to a new organization and contribute to their success.

Skills



Social Media

 ChelaDesigns
 Cheladesigns.com
 ChelaDesigns

Education

Bachelor of Fine Arts in Graphic Design
2018-2023

The University of Texas Rio Grande Valley- Edinburg, TX

Experience

Marketing Director
2022-Present

Marketing Director who oversees every aspect of advertisement, event planning & Graphic Design For both Chick-fil-A Pharr & La Plaza. I also take over monthly content creation for both locations through my Freelance business. I oversee every social media branding such as instagram, Tik Tok, and Facebook. Management comes into play as well when on the clock & take care of guest experience & operations.

Graphic Designer
2021-2022

Graphic Design intern Who worked on an important project for Idea Public Schools. Project consisted of creating a podcast for Idea Public Schools where students & ALUMINI got to share their experience to & through college. My main concentration for this project was to create the Brand Identity for the podcast. All the way from the logo, to color pallette, to typography & publicity.

Freelance Graphic Designer
2019-Present

Freelance Graphic Designer who has worked with local businesses in the RGV that has created their Brand Identity. I have worked with Cultura Coffee House, Nomad, Chick-fil-A franchise, and Rio Grande Bible church creating their logos, flyers, photography/videography, social media, and merchandise. Each business mentioned has partnered up with my freelance business called "The Modern Art Studios" and I create any graphic design work they need ones a month.