

# Jesenia Garcia

## Graphic Designer

jesenia.garcia1211@gmail.com

Portfolio: <https://jeseniagarcia.myportfolio.com/>

Behance: <https://www.behance.net/jeseniagarcia1>

## Education

*University of Texas Rio Grande Valley*

Bachelor of Arts in Graphic Design with a Minor in Expressive Arts

Anticipated Graduation Date: May 2023

Cum Laude

Edinburg, TX

GPA: 3.69

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## Experience

Student Assistant- Work Study

September 2022- present

*UTRGV Student Involvement- Student Organizations*

*19 hours per week*

Maintained and guided 77 student organizations throughout their yearly requirements.

Monitored and reviewed incoming 27 amount print requests from student organizations to ensure they are meeting requirements.

Worked in creating graphic design pieces for the Student Organizations area in creating posters, V Link banners, and printed content for the department area

Took and uploaded photos, marketing pieces, and created stories on social media platforms.

Planning, coordinating, executing large scale events.

Reviewed and approved 21 Bank Letter Requests.

Created programs, marketing pieces, invitations and decorations for large scale events.

Managed photography and edited photos for Winter Ball, Involvement Fairs where more than 200 students attended.

Researched information and created PowerPoint trainings for student organization members.

Created physical and virtual art for events, marketing, and social media posts.

Presented virtually and assisted during 3 student organizations trainings.

Provided excellent customer service when answering emails, vetting phone calls, assisting walk-in students.

Utilized Adobe Illustrator, Adobe Photoshop, Adobe Lightroom and Canva.

Digital Productions Supervisor

December 2021- August 2022

*University Recreation*

*19 hours per week*

Lead a team of 3 Graphic Designers.

Created and uploaded schedules on Microsoft Teams.

Critiqued and provided guidance to team members on marketing pieces.

Created 3 catalogs and maps to provide university students and alumni with upcoming events, important locations, collaborators, and leagues.

Collaborated in a Marketing Team to conduct 5 presentations during orientation.

Attended monthly meetings with full-time staff to provide updates on marketing area.

Scheduled and conducted **21** of headshot photos for graduating students and full-time staff.

Utilized Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Lightroom.

## Graphic Design Intern- Student Experience Internship (SEI)

February 2021- November 2021

*UTRGV Office of Sustainability*

*19 hours per week*

Created 26 marketing pieces and graphic design material for office announcements and promotion of events.

Created and maintained social media posts to highlight students and their projects.

Received guidance and direction then designed catalog reports for office events.

Presented designs during weekly team meetings.

Utilized Adobe Illustrator, Adobe InDesign, Adobe Photoshop,

Adobe Lightroom and Canva.

## Front Desk Assistant- Work Study

September 2019- February 2021

*UTRGV High School Equivalency Program*

*15 hours per week*

Administrative duties such as answering the phone, directing calls to the appropriate office, organizing, and storing documents.

Ushered students to lunch, provided payment using the office's account, and maintained a detailed record of payments.

Worked remotely using Microsoft Word and Excel.

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## Freelance Work

Graphic Designer

March 2021- August 2021

*JoMarie Paper Company*

*Start up Company*

Created and edited front and back covers for company planners.

Created paper layout for the inside of the planners.

Interpreted directions from the company leadership to create designs.

Utilized Adobe, Photoshop, and InDesign.

## Exhibitions

Con Estos Manos BFA Capstone Exhibit

April 21- April 28, 2023

*404 Speakeasy*

Project 1 consisted of a 24in x 30in poster of the flyer

Project 2 consisted of a 15in x 24in poster of the menu mockup

Project 3 consisted of a display of what the drinks would appear, with the logo etched onto the glass

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## Awards

Silver ADDY- 2022

Stationary package and Cover

President's List

(2022- current)

Dean's List

(2019-2022)

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## Skills

Bilingual:

*Speaks Spanish and English*

Microsoft Softwares:

*PowerPoint, Excel, Word, Teams*

Experience with Adobe Softwares:

*Illustrator, InDesign, Photoshop, Acrobat, Premiere Pro*

Fast learner

Wrike Software Experience