DANIELA GONZALEZ

CONTACT

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- (956) 648 - 5465
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  McAllen TX 78504

EDUCATION AND TRAINING

12/2023

BFA- Graphic Design

University of Texas Rio Grande Valley, Edinburg TX

LANGUAGES

ENGLISH

SPANISH

ASL

SUMMARY

Goal-driven Graphic Designer successful at applying technical skills to create art to inform and engage customers. Clear communicator and collaborative team player with eye for detail and skilled in desktop publishing tools and graphic design

SKILLS

- Logo creation
- Photography background
- Graphic and Media Design
- Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver)
- CSS

- Digital graphics
- Website design
- Corporate branding
- Adobe After Effects
- 3D Modeling
- Advertising familiarity
- Experienced in Maya AutoDesk

EXPERIENCE

Graphic Design Assistant

University of Texas Rio Grande Valley

May 2021 – December 2023

- Leveraged proficiency in Adobe InDesign, Photoshop and Illustrator to design email blasts, catalogs, posters and other promotional materials.
- Developed, designed, laid out and produced variety of technical illustrations for brochures, banners and signs.
- Selected colors and themes while adding functionality to create new designs.
- Generated digital image files for use in digital and traditional printing.
- Designed new, on-brand visual elements focusing on concept and messaging.
- Worked with customers to present mockups and collect information for adjustments.
- Submitted design ideas to plan projects with customers and managers.
- Consulted with clients to define design requirements and manage product development projects.
- Created corporate brands by designing cohesive looks between logos and letterheads.