



GRAPHIC DESIGNER

# Alma Morales

Graphic design graduate with three years of experience utilizing various applications in the Adobe Creative Cloud Suite. Has a strong eye for design and is looking to further build upon current graphic design skills.

## CONTACT INFO

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🔍 [alma-morales.myportfolio.com](http://alma-morales.myportfolio.com)

## SKILLS

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, Dimension, and XD)
- Proficient in Microsoft Office
- Strong written and verbal communication skills
- Excellent time management skills
- Effective problem solving skills
- Quick learner

## AWARDS

- Gold ADDY Award for "aISO Magazine" in Sales & Marketing - Magazine Design (2024)
- Silver ADDY Award for "Krunch Cookie Packaging" in Sales & Marketing Collateral Material - Packaging Design (2024)
- Silver Award for "Haven Streetwear Branding Poster" in UDA Poster Design (2023)
- Silver ADDY Award for "Blue Screen Design & Print Service" in Sales & Marketing - Stationery category (2023)
- Self portrait photograph showcased in the *Curated Fridge Spring 2023 Show*

## SOCIALS

Behance [behance.net/alma-morales](https://www.behance.net/alma-morales)

Instagram [alamoon.art](https://www.instagram.com/alamoon.art)

## EDUCATION

### The University of Texas Rio Grande Valley

BA in Graphic Design | 4.0 GPA  
Aug. 2021 - May 2024

- Designed multiple branding campaigns and collateral materials (including logos, posters, and stationery) along with 2D mock-ups showcasing those items.
- Used Dreamweaver and Adobe XD to create websites and mobile apps. Rendered video mock-ups showcasing interactivity of UI/UX designs.
- Worked with different photography techniques to shoot and edit various photo projects. Used Lightroom and Photoshop to refine and/or manipulate the images.
- Shot, composed, and edited various video projects utilizing Premiere Pro. Also made some motion graphic additions with Adobe After Effects.

### South Texas College

AA in Interdisciplinary Studies | 4.0 GPA  
Jan. 2018 - May 2021

## EXPERIENCE

### Graphic Design Intern

The University of Texas Rio Grande Valley  
*International Student Services* | Sept. 2023 - May 2024

- Designed marketing collateral and branding campaigns for events such as International Education Week.
- Brainstormed and created social media posts for events.
- Designed infographics for social media and web. Greatly improved on typographic hierarchy and balance.
- Worked with digital media and video editing for ISS and School of Nursing projects.

### Graphic Design Freelancer

Jan. 2021 - Sept. 2023

- Closely communicated with clients. Sent sketches and drafts of designs to clients and modified them based on feedback.
- Shared mock-up presentations of design work.