



GRACIELA OLIVA

Graphic Designer

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[@goodolive.studio](#)

EDUCATION

The Univeristy of Texas at Rio Grande Valley
2021 - 2025

Bachelor of Fine Arts in Visual Communication Design
Minor in Marketing

WORK

H-E-B

Customer Service Assistant 2020 - 2021

Delivered customer service, resolved customer issues, maintained store presentation, supported team operations, & ensured compliance with shop safety standards.

Victoria's Secret

Sales Associate 2021 - 2022

Delivered customer service, managed inventory, maintained visual merchandising standards, resolved customer issues, promoted store loyalty, supported team initiatives.

The University of Texas at Rio Grande Valley

College of Sciences Student Assistant 2021 - 2022

Provided administrated support, facilitated communication, organized events and activities, maintained records, managed inventory, conducted data entry.

AWARDS & RECOGNITIONS

Glass Box Exhibition

2022

Student exhibit showcase of all mixed media

American Advertising Awards - Silver

2025

Gladys Porter Zoo for Social
Media Campaign

Tron: Legacy - Opening

Sequence for Animation or
Special Effects

INTERESTS



Photography



Nature
Walks



Podcasts



Baking

SOFTWARES

Illustrator, Photoshop, After Effects. Premeire Pro, InDesign

SKILLS

Critical Thinking, Client Communication, Adaptability, Team Collaboration



Branding



Package
Design



Painting



Ideation



Typography