

# JAVIER GUERRERO JR

## CREATIVE DESIGNER



### EDUCATION

**BFA** Visual Communication Design  
University of Texas Rio Grande Valley  
Edinburg, TX | 2021 - 2025

### LANGUAGES

English ● ● ● ● ●  
Spanish ● ● ● ○ ○

### AWARDS

**ADDY Award Silver** | AAF RGV  
American Advertising Award Student  
Sales & Marketing | Direct Marketing  
UTRGV 2024  
**ADDY Award Bronze** | AAF RGV  
American Advertising Award Student  
Sales & Marketing | Digital Publication  
UTRGV 2025

### CERTIFICATES

Basic Elements of Design: Design  
Principles and Software Overview  
| University of Colorado Boulder  
| Coursera May 8, 2022

### SKILLS

Adobe Photoshop  
● ● ● ● ●  
Adobe Illustrator  
● ● ● ● ●  
Adobe Indesign  
● ● ● ● ●

Idea Visualization  
● ● ● ● ●  
HTML  
● ● ● ○ ○

Problem Solving  
● ● ● ● ●  
Photography  
● ● ● ● ●

Adobe Premire  
● ● ● ○ ○  
Videography  
● ● ● ● ●

Adobe After Effects  
● ● ○ ○ ○  
Socail Media  
● ● ● ● ●

### PROFILE

Creativity has always been a part of who I am. From digital design to photography, I use visual storytelling to express emotion, highlight culture, and connect people. With a foundation in visual communication and experience across graphic design, marketing, and content creation, I strive to create work that's not only visually impactful but meaningful in purpose. My journey began in music and online communities, where I first discovered the power of visuals to tell stories—and it's grown into a passion for thoughtful design rooted in research, culture, and collaboration. As a Mexican-American creative from South Texas, I value heritage and diversity in everything I make. Whether I'm behind the camera, building out a brand, or designing for print or digital, I approach each project with curiosity, intention, and a desire to grow. My goal is simple: to design with purpose and create work that leaves a lasting impression.

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### EXPERIENCES

#### **DIGITAL MEDIA MARKETING MANAGER** City of Elsa | Elsa, Texas

Worked with Economical Development Corporation Director to coordinate marketing activities focused on promotion of events hosted by the City of Elsa.

- Developed multi-media for all events, as well as provided photography, videos, and news to advertise the events via the city's official social medial.
- Managed the city's official website with a team. Spearheaded social media initiatives and created digital content for Facebook, Twitter

#### **GRAPHIC DESIGNER** Copyrite Print Shop | Weslaco, Texas

Examined and produced specific job orders. Printed customized office documents such as newsletters, business cards and programs. Assisted new printing press operators to provide printing output that satisfied

- Generated digital image files for use in digital and traditional printing.
- Worked with customers to present mockups and collect information

#### **GRAPHIC DESIGNER INTERN** The Valley Wedding Pages | McAllen, Texas

- Designed advertisements for wedding vendors and venues, ensuring brand consistency and visual appeal using Adobe Photoshop and InDesign.
- Assisted in the production of the 2024 Holiday Magazine, managing shared files and meeting deadlines through team collaboration.
- Communicated with clients to revise designs based on feedback, ensuring accuracy and print quality.
- Contributed to publication layout, maintaining visual continuity across multiple pages.
- Developed organizational and teamwork skills in a fast-paced editorial environment.