Jacqueline Rage

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About Me

Aspiring visual communication designer passionate about creating impactful visual experiences. Focused on merging creativity with functionality, I aim to communicate ideas and evoke emotions through design. Seeking opportunities that resonate with audiences while exploring emerging design trends.

Education

AUGUST 2022 - MAY 2026

University of Texas Rio Grande Valley - BFA Visual Communications Design; Minor in American Sign Language Interpretation

Focused on graphic design, typography, digital media, and visual storytelling, gaining hands-on experience in print, web, and interactive design.

FEBRUARY 2024 - JULY 2024

Universitat Autònoma de Barcelona, Barcelona, Spain - Study Abroad

Gained global perspective and cross-cultural skills through academic and experiential learning.

Experience

APRIL 2025 - PRESENT

Graphic Design/Marketing Aide - University of Texas Rio Grande Valley

- Created digital and print materials for university events and campaigns, ensuring alignment with UTRGV's brand identity.
- Collaborated with departments to design engaging content while managing multiple projects under tight deadlines.

MARCH 2025 - AUGUST 2025

Marketer/Graphic Designer - IAM Creative Studios, McAllen, TX

- Created website graphics, photography, videos, and social media reels to drive storytelling and engagement.
- Researched and applied emerging social media trends to strengthen strategies, boosting engagement by 35% across platforms.
- Suggested innovative promotional approaches that expanded reach and improved client visibility, resulting in a 25% increase in impressions.

JANUARY 2025 - MARCH 2025

Graphic Design/Marketing Intern - IAM Creative Studios, McAllen, TX

- Designed graphics, social media posts, photography, and short-form videos to support client campaigns and brand storytelling.
- Assisted in developing digital content and visual strategies to enhance audience engagement and online presence.
- Collaborated with the marketing team to bring creative ideas to life, ensuring consistent and visually appealing content across platforms.

Skills

Adobe Creative Suite

Figma

UX/UI

Photography

Content Creation

Photo/Video Editing

Certifications

ISSUED OCTOBER 2025

Google Certification - Foundations of Digital Marketing and E-Commerce

ISSUED OCTOBER 2025

Google Certification - Attract and Engage Customers with Digital Marketing

ISSUED OCTOBER 2024

Linkedin Marketing Labs - Content and Creative Design

Languages

English - *Fluent (Native)*

Spanish - *Fluent (Native)*

American Sign Language - *Working Proficiency (4 years)*

