

Visual Communication Designer

Creative and detail-oriented **Apparel Graphic Designer** with 5 years of experience designing trend-forward graphics for national retailers including Wild Fable, Universal Thread, Kohl's, and Fred Meyer. Expert at translating market research and consumer insights into production-ready apparel artwork that balances **feminine aesthetics with commercial viability**. Proficient in **Adobe Creative Suite**, apparel CADs, and print production, with a keen eye for **color, typography, and composition**. Collaborative team player skilled at working cross-functionally to deliver cohesive designs that resonate deeply with target customers and elevate brand identity.

EXPERIENCE

CAD / Graphic Artist

La Mamba • Full Time

OCT 2024 - Present • On Site

- **Designed trend-driven apparel graphics** and CADs for brands like Wild Fable, Universal Thread, Kohl's, and Fred Meyer, aligning with each brand's visual identity and market positioning.
- Conducted **trend and market research**, including running polls and engaging with focus groups to gather consumer insights that informed seasonal graphic direction.
- **Collaborated with design, merchandising, and product development teams** to deliver compelling sales presentations and ensure artwork met aesthetic and technical standards.
- Prepared **production-ready files** with accurate color separations and specs, maintaining an organized digital asset library for efficient access and updates.

Digital Brand Designer and Social Media Manager

Freelance • Part Time

MAR 2024 - Present • Remote

- **Designed and implemented custom Twitch assets** (including overlays, banners, and emotes) to enhance brand visibility and user engagement for clients, resulting in a 30% increase in follower growth.
- **Managed and curated content for social media platforms** like Instagram, creating visually cohesive and engaging posts that improved client brand recognition and audience interaction by 25%.
- **Developed and executed data-driven social media strategies**, utilizing analytics to optimize post performance and increase overall social media reach by 40%.

Graphic Designer

MissguidedxStudio • Freelance

AUG 2020 - Oct 2024 • Remote

- **Designed original graphics for apparel and accessories**, including t-shirts and enamel pins, contributing to a 25% increase in merchandise sales during launch.
- Led the **creative process from concept to production**, ensuring high-quality execution aligned with brand identity and market trends.
- Collaborated with marketing and production teams to meet creative objectives and **ensure timely delivery of design assets**.

EDUCATION

Visual Communication Design Bachelors, Web Page, Digital/Multimedia and Information Resources Design

California State Polytechnic University • Pomona, CA • JAN 2021 - DEC 2023

Fine and Studio Arts

Mount San Antonio College, Walnut, CA • Transfer • AUG 2018 - DEC 2020

SKILLS

Hard Skills

- Graphic Design
- Brand Identity
- Illustration
- UI/UX Design
- Trend Research
- User Research

- Typography
- Photography
- Marketing Collateral
- Print Production
- Style Guide
- Usability Testing

Technical Skills

- Adobe Creative Suite
- Figma
- HTML
- CSS
- Bootstrap
- SEO

Soft Skills

- Communication
- Critical Thinking
- Teamwork
- Adaptability
- Time Management
- Empathy