



# VANESSA GUEVARA

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A graphic designer driven by the process of problem solving through design and communication—always considering the objective and user experience.

## EDUCATION

### The University of Texas at El Paso (UTEP)

*Bachelor of Arts, Double Major in Graphic Design and Media Advertising, May 2020*

## EXPERIENCE

### Graphic Designer, Student Affairs Marketing, UTEP

*October, 2019 – May, 2020*

Designed and produced print, web, and promotional items for various UTEP departments inside the Division of Student Affairs. Met with program directors and coordinated necessary deliverables and deadlines for event being promoted.

### Graphic Designer, New Student Orientation, UTEP

*January, 2018 – October, 2019*

Designed materials for all sessions throughout the year. This included signage, outgoing mail, agendas, and other collateral. Coordinated deadlines for all materials and communicated with vendors for production of session materials.

### Advertising Graphic Designer, The Prospector, UTEP

*September, 2015 – December, 2017*

Responsible for creating advertisements for the official university newspaper according to the clients' objective. Communicated with account executives and met weekly deadlines.

### Layout Graphic Designer, MINERO Magazine, UTEP

*September, 2015 – December, 2017*

Set type and designed layouts for student-written articles published in the annual UTEP magazine.

## SKILLS

- **Adobe Creative Suite**  
(Illustrator, InDesign, Photoshop, Premiere, Dreamweaver)
- **HTML & CSS**
- **Simmons OneView**
- **Bilingual (English & Spanish)**
- **Microsoft Office**