



# 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 — 10/2019 – 06/2020

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 — 01/2018 – 10/2019

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 — 09/2015 – 12/2017

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 — 09/2015 – 12/2017

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

## CONFERENCE

### Adobe Max Conference 2019

Attended information sessions with the industry's top creatives such as Paula Scher, Stefan Seigmeister, Aaron Draplin, and many others. Also attended hands-on workshops with Adobe's top instructors, expanding my skills with Adobe software.

## AWARDS

**Outstanding Advertising Student, UTEP Student Media Publications, 2017**