



Graphic Designer + Production Assistant

solamoraless34@gmail.com

[Portfolio](#)

Education

The University of Tampa
B.A. in Creative Advertising
May 2019

Extracurricular

The Ad Club Student Org
Founder
University of Tampa

The One Club Bootcamp
Art Director
77&Sunny LA

Skills

Adobe Illustrator
Adobe Indesign
Adobe Photoshop
Sketch
Procreate

Interests

Branding
Art Direction
Illustration
UI/UX Design
Production

Languages

English
Spanish

Consultant Graphic Designer and Production Assistant

New York, NY | February 2020 - Present

Graphic Design Clients: Cyndx, Quickframe, Petrotal

- Designing branded assets for marketing campaigns
- Extending brand library following brand style guide
- Assisting with art direction, brand assets management, creating and editing illustrations

Production Clients: Moet, McKinsey, Art Department

- Assisting Art Director and Set Designer on set
- Sourcing and taking inventory of props

Graphic Designer at The Trade Desk

New York, NY | August 2019 - February 2020

- Collaborated in corporate branding campaign, incorporating new and consistent brand identity
- Designed marketing collateral for global campaigns
- Provided art materials for brand library, designing illustrations, icons and curating photo library
- Designed informational assets for global C-level, educational and recruiting events

Marketing Associate at BenefitHub

Tampa, FL | July 2018 - May 2019

- Collaborated during brand expansion to Mexico
- Updated weekly paid advertising on website
- Provided art materials for product marketing

Graphic Design Intern at The Dali Museum

St. Petersburg, FL | May 2018 - August 2018

- Updating museums signage, incorporating new sign styles
- Designing icons and illustrations based on Dali's artwork
- Assisted editing print and digital materials for exhibitions