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#### AFFILIATIONS AND LEADERSHIP

- ALGA, The Professional Association for Design,  
• Member 2004–present
- University of Houston Graphics Alumni Partnership,  
• Member 2006–present  
• Alumni mixer co-coordinator, 2008
- Houston Metropolitan Alumnae Association,  
• President, 2010  
• Vice President, 2009
- Graphic Communications Student Association,  
• Co-chair, 2005–2006
- Sigma Lambda Gamma National Sorority,  
• Member 2002–present

#### AWARDS AND EXHIBITIONS

- The National Scholars Honor Society, 2006  
Project Brays Bayou, Two Houston Center, 2006  
University of Houston Graphic Communications  
Senior Exhibition, M2 Gallery, 2006  
Art Directors Club of Houston, merit award, 2005  
University of Houston Graphic Communications  
Student Exhibition, Space 121 Gallery, 2005  
University of Houston School of Art Student  
Exhibition, December, juried, 2004  
University of Houston Dean's List, 2003  
Sigma Lambda Beta Fraternity Miss Purple and White  
Latina Scholarship, 2003  
Houston Community College Dean's List, 2002

#### EDUCATION

B.F.A Degree in Graphic Communications, University of Houston, 2006, Cum Laude

#### SOFTWARE SKILLS

Proficient in Macintosh and PC platforms, Illustrator, InDesign, Photoshop, Flash, After Effects, QuarkXPress, Dreamweaver, HTML, Excel, Word

#### LANGUAGES

Fluent in Spanish, English, and experienced in French

#### CAREER DEVELOPMENT

##### FREELANCE DESIGNER-2007–present

Conceptualization and design of projects ranging from identity systems, print collateral, web design, flash animations, T-shirts, marketing materials and publications.

##### THE HOUSTON ZOO-Houston, Texas Graphic Designer

2008–2011

Effectively executed designs and managed projects in a wide variety of areas including print and signage, while staying within budget constraints. Communicated directly with various departments to convey strong visual communication of their project needs, and continually developed and maintained The Houston Zoo brand.

- Key role player in design, development, and establishment of visual consistency on all information kiosks; immediately increased guest interest and awareness
- Managed and revitalized over 600 animal identification signs including print, signage and multimedia; provided updated and accurate information for 1.7 million guests
- Researched and negotiated cost of new permanent signage material—prevented future reprinting and saved the zoo over \$7k
- Executed over 150 projects a year with great attention to detail, from conception, to production and installation; gained trust and appreciation from various departments
- Translated marketing information from English to Spanish and saved the zoo over \$2k
- Trained and managed contractors and interns in a variety of projects

##### MINOR DESIGN GROUP-Houston, Texas Graphic/Web Designer

2006–2008

Directly worked with clients to develop and implement each project's needs from the conceptualization to final production phases in projects that covered a broad range of design areas including web and print.

- Created community guide for The City of West U; provided helpful information to over 15,000 residents
- Simultaneously produced various publications and magazines; cutting costs and production time
- Collaborated on the successful redesign and development of the company's website; increased website traffic and exposure
- Primarily responsible for flash animations on websites; clients included Studio Land Architects, Muñoz + Albin Architects
- Organized and executed successful events for the studio

##### UNIVERSITY CENTER CREATION STATION-Houston, Texas Graphic Designer

2004–2006

Managed all aspects of client accounts, from concept, to scheduling, execution, and invoicing. Designed a variety of print collateral, banners, logos, and T-shirts.

- Skillfully designed sponsorship booklet and billboard for Frontier Fiesta; insured success of the University of Houston's largest event—entertained 25,000 attendees
- Responsible for inventory and supply ordering

##### THE DAILY COUGAR-Houston, Texas Production Designer

2003–2004

Responsible for designing advertisements for the newspaper, layout of the classifieds, comics, crossword section, and prepared the newspaper for press.