



## GRAPHIC DESIGN

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## EDUCATION

### UNIVERSITY OF FLORIDA

Gainesville, FL | 08/2010–05/2014

Bachelor of Fine Arts in Graphic Design

Bachelor of Arts in Art History

Graduated Magna Cum Laude

## SKILLS

- Fluent in English and Spanish
- Adobe Creative Suite (Illustrator, Photoshop, XD, and InDesign)
- Proficient on both Windows and Mac
- Excellent file structure organization
- Some knowledge of Keyshot 8
- Basic knowledge of HTML and CSS
- Communication skills regarding die lines, templates, and file structure with vendors
- Understanding of digital and flexo printing
- Ability to handle large volumes while keeping attention to detail
- Love of tactility

## INTERESTS

- Watercolor painting
- Figurative ceramic sculpture
- Pottery
- Food photography

## WORK EXPERIENCE

### BPI SPORTS | Ft. Lauderdale, FL

09/2021 – Present

#### Lead Packaging Designer / Graphic Designer

- Responsible for all packaging artwork for BPI Sports' international and domestic markets. Create designs and content for various packaging forms (labels, neckbands, shrink sleeves, retail cartons and trays, sachets, and pouches) in compliance with industry standards. Use existing 3D models to create renders for internal/external presentations of new designs, materials, and product proposals.
- Acting as liaison between the company's vision and the print vendor's capabilities to reach both aesthetic and cost-effective solutions. Packaging art files as per vendor specifications and reviewing and approving digital proofs for final production.
- Work in conjunction with the marketing department in designing layouts and digital assets for landing pages of new product launches as well as assisting with the creation of digital banners for social media while abiding by the company's branding style guidelines.

### FREELANCE GRAPHIC DESIGN | Miami, FL

07/2014 – Present

#### Graphic Designer

- Design logos, resumes, blog graphics, email graphics, and self-promotional materials such as business cards, post cards, flyers, rack cards, packaging tape, and other mailing materials.
- Use both hand-drawn and digital illustrations for client branding.
- Subcontracted work on catalogs, brochures, and social media banners for higher education, art museums, and local small businesses.

### ARNET PHARMACEUTICAL CORP. | Davie, FL

05/2018 – 09/2021

#### Graphic Designer / Regulatory and QA

- Designed and revised large volumes of artwork for CPG, including labels, sachets, stick packs, blisters, and retail cartons. Adjusted die lines and requested modifications from vendors based on technical feasibility and testing feedback from manufacturing machinery.
- Sourced vectors and photographs, when needed, for customer labeling and internal presentations.
- Communicated with vendors throughout proofing to choose materials, colors, and finishes based on the project's scope and budget. Reviewed and approved digital and hard copy proofs.
- Conducted regulatory reviews on all materials ensuring that all design elements and copy were compliant with FDA dietary supplement guidelines.
- Designed print marketing collateral and booth art for international and domestic trade shows.
- Fulfilled requests from internal departments for email graphics.

### THE VITAMIN SHOPPE | Miami Lakes, FL

03/2017 – 02/2018

#### Graphic Designer

- Created, updated, and reviewed Vitamin Shoppe brand and its sub-brands' labels to comply with regulatory and industry standards while following the company's branding style guidelines. Worked collaboratively with brand managers and compliance departments to ensure accuracy.
- Designed digital graphics for social media (email, Facebook, Instagram, external ads) and print marketing collateral, such as vehicle wraps, magazine ads, in-store signage, shelf-talkers, booth design, and tradeshow banners.

### NUTRIFORCE NUTRITION/THE VITAMIN SHOPPE | Miami Lakes, FL

08/2015 – 03/2017

#### Graphic Designer

- Updated and created label artwork for Betancourt Nutrition athletic supplements in collaboration with on-site regulatory and remote compliance teams. Reviewed and approved vendor proofs.
- Organized physical and digital label archives of various private brands and helped maintain the company database with scans of the latest label revisions.
- Designed logo for NF Voice, the company culture committee, and all internal graphic requests for company-wide initiatives.