

ART DIRECTOR



EDUCATION

Bachelor of Science in Advertising
2013 - 2016
The University of Texas at Austin
Certificate in Business Foundations

SKILLS

Adobe Creative Cloud
Keynote & PowerPoint Presentations
Photo Retouching
Infographics
Illustration
Branding & Logo Design

ACHIEVEMENTS

AAF Dallas Award
Point of Purchase Campaign
Bronze 2022

Augustine Agency
Employee of the Quarter
Q2 2019

Augustine Employee of the Month
February 2019

MAIP (Multicultural
Advertising Intern Program)
2017 Fellow

EXPERIENCE

Senior Graphic Designer | Art Director

July 2018 - Present

Augustine Agency

- Work with brands such as Avocados From Mexico and Mission Foods to design and concept annual campaigns across POS, POP, other print and digital forms
- Direct photographers, designers and production staff to ensure proper execution of campaign elements

Freelance Graphic Designer

September 2017 - September 2019

The Sharma Group

- Created various marketing and sales collateral pieces to define and express the brand
- Worked closely with marketing and photography teams to create and manage campaigns
- Helped rethink social media strategy and execute ideas

Graphic Designer

October 2017 - May 2018

ProSupps, LLC.,

- Worked closely with marketing and sales team while creating assets to communicate and strengthen branding
- Designed display and banner ads for websites, social media graphics and other digital marketing platforms
- Developed and upheld branding and identity across a variety of products and their packaging

Sales and Marketing Admin

December 2016 - November 2017

Veggie Noodle Co.,

- Created communication materials such as recipe cards, newsletters, blogs and other marketing materials
- Scheduled social media updates and monitored social media platforms responding to mentions, comments and direct messages
- Assisted with events, including working with vendors and event coordinators