



## PROFILE

As a Graphic Design student with a Marketing minor at Kean University, I strive to combine creative design with strategic thinking to produce work that is both visually appealing and meaningful. My hands-on experience ranges from working with clients as a freelance designer to serving as part of KeanPulse's media team, where I design branding and promotional material for university events. These experiences have shaped me into a versatile designer who thrives in collaborative environments. I am actively seeking internships in graphic design or marketing to further develop my skills, gain industry exposure, and contribute to meaningful, creative work.

## WORK EXPERIENCE

### Kean University

Kean P.U.L.S.E Media team Graphic Designer

August 2025 -  
Current

- Collaborate with a cross-functional media team to support campus-wide event promotion and communications.
- Design posters, merchandise, flyers, and digital graphics for student events and initiatives.
- Create consistent branding for individual events while aligning with university standards and organizations overall branding.
- Manage multiple design projects at once and complete work within tight deadlines.
- Contribute creative ideas and design solutions to enhance event visibility and student engagement.

### Freelance Graphic Designer

NOSS Exterior Detailing

May 2024 -  
Current

- Designed company logo, business cards, branded apparel, illustrations, and established a cohesive and professional brand identity.
- Collaborated directly with the client to transform their vision into engaging visuals.

### Simply Glowing

Front Desk Receptionist Manager

June 2022 -  
July 2025

- Supervised and independently managed store during shifts.
- Resolved technical and operational issues through coordination with customer support.
- Provided personalized customer service, addressing concerns with clear communication and problem-solving.
- Educated clients on proper tanning techniques and safety precautions.
- Promoted tanning products and packages with tailored recommendations to meet client needs.

## CONTACT

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## EDUCATION

2023 - May 2027

Kean university

- BFA: Graphic Design and Minor in Marketing
- Presidential Honors Scholarship
- Deans List ( 3.6 GPA )

## DESIGN AND CREATIVE

### SKILLS

- Branding & Identity Design
- Packaging & Print Design
- Illustration & Visual Storytelling
- Digital & Social Media Content Creation
- Photography & Photo Editing

## TECHNICAL SKILLS

- Adobe Creative Cloud ( Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Adobe Express )
- Microsoft 365 Suite ( Word, Powerpoint, Excel, Teams )
- Figma and Canva

## STRENGTHS & INTERESTS

- Marketing Strategy & Audience Targeting
- Project Management & Time Management
- Client Communication & Collaboration
- Bilingual: English & Portuguese | Conversational Spanish
- Interests: Nature, Fashion, Photography, Music