

ALICIA MIRELES JUAREZ

Creative Designer

I'm 31, American & live in Paris

WORK & CLIENTS

Freelance graphic designer (2010-present)

Provided clients with print and web designs from logo development to overall re-branding.

- *ChefSallyJane.com* (2014)
- *Game Day Staffing software* (2012-2013)
- *Bellezza Salon* (2013)
- *Little River Healthcare* (2012)

StyleCartel.com (January-December 2014)

Editorial Art Director, Designer: Lead the creative direction, branding, design and style of e-zine to increase readership and gain financial backing. Revamped the back-end of the site from HTML and CSS to the front-end UX and layout.

Velvet Dust Magazine (summer 2013)

Graphic Design Internship: Created print content for launch party — photo backdrop, flyers, posters and coupons. Co-designed a weekly e-mail newsletter.

Simply Smetzer (2012-2013)

Web designer: Created clean, user-friendly designs through detailed research and collaboration with the web developer.

Austin American-Statesman (2011-2013)

Online Content Producer for *austin360.com*, *statesman.com*: Packaged print and digital content based on data analytics and newsworthiness. Increased audience and improved UI with local guides, festival databases, videos and photos.

Austin American-Statesman (2006-2013)

Photo researcher: Skilled in customer service, researching photos and organizing archives using metadata. Was a contributing studio photographer and photo illustrator. REAL Magazine: Web content manager, headline writer, video talent and art director confer.

Catholic Charities of Dallas (fall 2005)

Marketing intern: Developed and executed a marketing plan. Built brand using marketing collateral and events.

LANGUAGES

- *English*, native tongue
- *French*, actively learning - current level B1
- *American Sign Language*, child-like skill

SKILLS

Adobe: Photoshop | Illustrator | InDesign | Acrobat | HTML/CSS | UX | UI | Flash | Typography | Word

EDUCATION

- University of Texas at Arlington (2001-2005)
Bachelor of Arts in Communications (Advertising)
- Austin Community College (2010-2013)
Associate of Applied Science in Graphic Arts Technology Specialization

INTERESTS

Coffee culture
Artistic expressions, mostly painting
Riding bikes in or to new locations
Exercising my French at the market
Exemplifying 'crazy dog lady'
Romping about, getting lost in big cities

REFERENCES

- *Charlotte Smith, StyleCartel.com Editor*
charlotte@stylecartel.com, +33 7 61 66 13 96
- *Lisa Bengfort, Game Day Staffing Marketing Director*
lisabengfort@yahoo.com, +1 817-308-7760
- *Debbie Hiott, Austin American-Statesman Editor*
dhiott@statesman.com, +1 512-912-2937

CONTACT ALICIA TODAY!



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