



Estefanía Olvera

VISUAL DESIGNER

"I design and develop digital experiences."

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Dear FabFitFun,

I am writing to apply for this amazing Product Design position and believe I would be a well-rounded individual for this position. I am passionate about great design and conclude that research and design detail matters in providing beneficial experiences. That is why through internships and job openings, I made sure to season myself with skills to help understand the inner workings behind these basic principals. My background includes serving as a Web Designer / Social Media intern for Fantich Media where I dedicated my time as a designer to customize websites, create strategic marketing campaigns, and utilize search engine optimization to increase web traffic flow.

Previously, I was a Marketing Designer at the State Farm Arena in Hidalgo Texas. This was a very rewarding opportunity where I created code, wireframes and prototypes for e-mails. I also learned about Market & Brand Research to make better decisions for creative campaigns. I was able to handle a multitude of projects and grew their email subscriber list from (79,000 to 91,700) by providing interfaces with customer experience in mind.

I was working as an I.T. Intern under the Central National Technology Support Center, USDA-Fort Worth, Texas. Throughout the internship, I gained valuable practice by helping the CNTSC government website become user-friendly and easy to navigate for farmers, educators and students using HTML, Qualitative Research Methods, and Information Architecture.

I consider myself to be a passionate self-starter from a hardworking blue-collar family determined to break into the tech industry. I would be honored if given the chance to work by your side and would like to thank you for taking the time to review my application, I appreciate it very much.

with Respect and Admiration,

Estefanía Olvera