

# Estefanía Olvera

## Visual Designer

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### EDUCATION & ACCOLADES

#### University Of Texas-Pan American

Bachelors of Fine Arts (BFA) – Graphic Design

#### Udacity - Grow With Google

Front-End Web Developer Nanodegree - Phase 1 & 2. One of 5,000 from 50,000 students competitively chosen across the United States.

#### Coursera - University Of California, San Diego

Interaction Design Specialization Series Capstone in Progress

#### Gear Up - U.S. Department Of Education

Awarded a Full 4 year Scholarship with UTPA.

#### Hispanic Association Of Colleges And Universities

One out of 3 students selected across UTPA to participate in an academic fellowship with the H.A.C.U.

#### Edinburg, TX

Aug 2011 - May 2015

#### Hawthorne, CA

Dec 2017 - Nov. 2018

#### Hawthorne, CA

May 2019 - Nov. 2019

#### Santa Rosa, TX

Aug 2011 - May 2015

#### Fort Worth, TX

May 2014 - Jan 2015

### WORK EXPERIENCE

#### UPWORK

##### GRAPHIC AND WEB DESIGN CONSULTANT (CONTRACTOR)

Provided visual design to clients to improve website design.

Customized logos, banners, and flyers for branding.

Consulted with local businesses about marketing designs.

Utilized sketch to create user interface designs

#### Hawthorne, CA

Nov 2018 - Present

#### FANTICH MEDIA

##### WEB DESIGNER & SOCIAL MEDIA INTERN

Customized web pages using Wordpress to promote easy navigation.

Utilized search engine optimization copywriting to increase web traffic.

Initiated visual branding for marketing campaigns.

Assisted in competitive research analysis for local businesses.

Developed and tested code to ensure responsiveness.

#### Mcallen, TX

June 2018 - Sept 2018

#### STATE FARM ARENA

##### MARKETING DESIGNER

Produced designs with Adobe Creative Suite under short deadlines.

Optimized e-marketing designs and increased subscribers: 79k to 91k people.

Worked collaboratively with marketing, engineering, and customer service, to establish consistent style guides and product specs.

Reviewed design drafts, proofs camera-ready art, ensured proper pagination and color assignment.

Communicated with print shop vendors to complete projects.

#### Hidalgo, TX

Dec 2015 - Sept 2017

## SOFTWARE AND TOOLS

Photoshop, Illustrator, Indesign, Premiere , After Effects

## SKILLS

### **VISUAL DESIGN:**

Wireframing, low & high fidelity prototyping, responsive web design, usability testing, iOS & Material Design guidelines, graphic design