

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.

Modified HTML / CSS to create UX friendly websites.

Customized logos, banners, and flyers.

Created wireframes and prototypes for websites.

Utilized sketch to create user interface designs

Hawthorne, CA

Nov 2018 - Present

GROW WITH GOOGLE - UDACITY

FRONT-END WEB DEVELOPMENT

Developed interactive applications using HTML / CSS / JavaScript.

Modified prototypes into responsive interfaces.

Built Front End frameworks and offline capable websites.

Created customized user interface components for create-react-app.

Conducted analytical skills to problem solve code.

Hawthorne, CA

Dec 2017 - Nov 2018

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**

Hidalgo, TX
Dec 2015 - Sept 2017

Created wireframes and code for emails using Axure RP + Dreamweaver.
Produced designs with Sketch and Adobe Creative Suite.
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.
Executed campaign designs for festival promotion.

USDA-NRCS TECHNOLOGY CENTER **WEB INTERN**

Fort Worth, TX
May 2014 - Jan 2015

Clarified user flows based on research for students and farmers.
Organized and transferred database files between servers.
Recommended user experience improvements for website pages.
Created design components to promote user-centered solutions.

SOFTWARE AND TOOLS

Sketch, Adobe XD, Axure RP, Invision, Zeplin, Balsamiq, Principle, LottieFiles,
Slack, Atom, Adobe Creative Cloud, Wordpress, Git/Github, RStudio.

SKILLS

INTERACTION & VISUAL DESIGN:

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

USER RESEARCH:

Contexture inquiry interviews, affinity diagraming, personas & scenarios, user flows, survey design & analysis, A/B & multivariate testing, guerrilla testing, competitive analysis, heuristic evaluation

CODING:

HTML, CSS, JavaScript, Bootstrap, SASS, Web Content Accessibility Guidelines (WCAG)

SUPPORTING SKILLS:

Inclusive design, information architecture, customer discovery, entrepreneurship, sprint, waterflow, and agile methodology, search engine optimization