Estefanía Olvera
Visual Designer

eolveras20@gmail.com | https://eolvera5.github.io/

EDUCATION & ACCOLADES

University Of Texas-Pan American
Bachelors of Fine Arts (BFA) – Graphic Design

Edinburg, TX
Aug 2011 - May 2015

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.

Hawthorne, CA
Dec 2017 - Nov. 2018

Coursera - University Of California, San Diego
Interaction Design Specialization Series Capstone in Progress

Hawthorne, CA
May 2019 - Nov. 2019

Gear Up - U.S. Department Of Education
Awarded a Full 4 year Scholarship with UTPA.

Santa Rosa, TX
Aug 2011 - May 2015

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.

Fort Worth, TX
May 2014 - Jan 2015

WORK EXPERIENCE

UPWORK
GRAPHIC AND WEB DESIGN CONSULTANT (CONTRACTOR)

Hawthorne, CA
Nov 2018 - Present

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

FANTICH MEDIA
WEB DESIGNER & SOCIAL MEDIA INTERN

Mcallen, TX
June 2018 - Sept 2018

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.

STATE FARM ARENA
MARKETING DESIGNER

Hidalgo, TX
Dec 2015 - Sept 2017

Created code for emails using Dreamweaver.

Produced designs with 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.

SOFTWARE AND TOOLS

Illustrator, Photoshop, Adobe Creative Cloud, Wordpress, Git/Github, RStudio.

SKILLS

VISUAL DESIGN:

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