



ESTEFANIA OLVERA

VISUAL DESIGNER | EODESIGNS.GITHUB.IO

EDUCATION & ACCOLADES

Edinburg, Texas
Aug 2011 - May 2015

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

Hawthorne, California
Dec 2017 - Nov. 2018

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, California
May 2019 - Jan. 2020

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

WORK EXPERIENCE

Inglewood, California
January 2020 - Oct 2020

MOVO PHOTO | INGLEWOOD, CALIFORNIA

GRAPHIC DESIGNER

- Worked collaboratively to ensure MOVO brand style guidelines.
- Created designs and images for Amazon EBC Listings.
- Customized QR code flows for products using ManyChat.
- Utilized growth tools to increase Q&A's between consumers and HQ.

McAllen, Texas
June 2018 - Sept 2018

FANTICH MEDIA | MCALLEN, TEXAS

WEB DESIGNER & SOCIAL MEDIA INTERN

- Coded web pages using HTML / CSS.
- Utilized SEO copy writing to increase web traffic.
- Initiated visual branding for marketing campaigns.
- Assisted in competitive research analysis for local businesses.

Hidalgo, Texas
Dec 2015 - Sept 2017

STATE FARM ARENA | HIDALGO, TEXAS

MARKETING DESIGNER

- Coded custom designs + wireframes within quick deadlines.
- Optimized e-marketing content / designs and increased subscribers: 79,000 to 91,700 people.
- Pro-actively pursued design feedback and approvals to make sure deadlines were being met.
- Worked collaboratively with marketing and customer service to establish consistent style guides and product specs.

Fort Worth, Texas
May 2014 - Jan 2015

USDA-NRCS TECHNOLOGY CENTER | FORT WORTH, TEXAS

WEB INTERN

- Managed social and web content based on agriculture research.
- Recommended design improvements for website pages.
- Created design components to promote user-centered solutions.

SOFTWARE & TOOLS

Adobe Creative Cloud, ManyChat, Sketch, Adobe XD, Axure RP, Invision, Zeplin, Balsamiq, Principle, LottieFiles, Sprint + Agile Workflow, Slack, Atom, Adobe Creative Cloud, Wordpress, Git/Github, RStudio, Word Press, HTML & CSS