

Marina Menéndez Pidal

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Objective

To obtain a graphic design position that allows me to utilize my background in design while incorporating my strengths in research and conceptualization.

Education

San José State University
BFA Graphic Design
Minor Art History
Class of 2018

Experience

Aug 2017–Present

Freelance Designer

The Gadfly

Designed the philosophy publication called *The Gadfly*, which documents the importance of philosophy and education in the twenty-first century.

Jun 2016–Aug 2017

Graphic Designer

Student Union, Inc.

Branded and created printed collateral as well as digital assets for a physical and digital presence, for both the Student Union, Inc. and affiliates. Also, developed marketing for the concert venues.

Exhibitions

May 2018

Unveil, 2018 BFA Senior Show

Book Design

San José State University

Student Union Ballroom

Nov 2017

Synthesis

Branding & Marketing Lead

San José State University

Art Gallery 214

Skills

Adobe CC Suite, Autodesk Fusion 360,
Processing, Principle, Sketch, HTML, CSS

References available upon request

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Dear Mr. Kum-Jun Park:

Conceptualization, research, and unique communication in design characterize your work, and these ideas closely relate to my values as an emerging designer. Seeing your work after purchasing Asian Graphics Now, I found it fascinating that Koreans are trying unique approaches to design and the idea that design is not simply about creating works for a client; design reinforces the state of an institution. As a focused listener, researcher and designer interested in personal and professional growth and as an American interested in Korean culture, I hope to add further value as an intern to your team.

Understanding that you created work for the Artbook Project while also creating fresh solutions for companies such as Samsung, you value the relationship between the designer and the artist while also pushing unexpected designs in society. Working on the brand for the Synthesis exhibition with ten other designers, I explored different ways to communicate the design exhibition, and reimagined the basic marketing items so that they relate to the concept. As an active scavenger always asking questions and looking for new ways to visually communicate (whether it be through mediums or typography), I can provide your team with strong communication skills and alternative perspectives.

You have made a unique impact in Korean design, and I would like to speak with you further about how my experience can help promote effective communication in your team. I plan to visit Korea during the month of June and look forward to discussing my qualifications with you.

Sincerely,

Marina Menéndez-Pidal