



Samuel Vega Serrano

Visual, Brand, and UI/UX Design

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 samvserrano.github.io/portfolio

PROFESSIONAL SUMMARY

Creative and detail-oriented Visual Designer translating conceptual ideas into compelling visual designs. Proficient in Adobe Creative Suite, Figma, and Balsamique. Adept at collaborating with clients to understand their vision and deliver innovative solutions that meet brand objectives. Proven track record of producing high-quality designs for print, web and digital media, including logos, branding, and marketing collateral.

SKILLS

Adobe Creative Suite

Figma

Microsoft Office

HTML

CSS

JavaScript

Wireframing

User Experience Research

Responsive Design

Prototyping

Time Management

EDUCATION

BACHELOR OF SCIENCE (B.S.) IN GRAPHIC INFORMATION TECHNOLOGY

Tempe, AZ, USA

Arizona State University, August 2020 - December 2023

GPA 3.41

ASSOCIATE IN ARTS (AA) IN GRAPHIC DESIGN

Glendale, AZ, USA

Glendale Community College, August 2017 - December 2019

GPA 3.67

EXPERIENCE

GIT SENIOR PROJECT, Tempe, AZ

Arizona State University, October 2022 - December 2022

The senior project was crafted to showcase our expertise and depth of understanding within our chosen educational concentration. Spanning three months, it encompassed a structured framework of guidelines, anticipations, and timelines, fostering deeper comprehension of the subject matter and the project's particulars, culminating in a portfolio-worthy piece.

- Created illustration using Adobe Illustrator to meet specific project needs.
- Used visual concepts to illustrate brand values and client visions.
- Provided recommendations on ways to enhance the overall user experience.
- Refined existing designs to ensure consistency in branding.
- Designed sketches, wireframes, mockups, and prototypes using Figma and Balsamique.