



# SAMUEL VEGA SERRANO

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Phoenix, Arizona USA

## PROFESSIONAL SUMMARY

Creative and detail-oriented Visual Designer translating conceptual ideas into compelling visual designs. Proficient in Adobe Creative Cloud, Figma, and Canva. 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.

## STRENGTHS AND EXPERTISE

Adobe Creative Cloud  
Figma  
Canva

HTML  
CSS  
JavaScript

Communication  
Self-Motivation  
Adaptability

## EDUCATION

### Arizona State University

Bachelor of Science in Graphic Information Technology

August 2020 - December 2023

### Glendale Community College

Associate of Arts in General Studies/Graphic Design

August 2017 - December 2019

## EXPERIENCE

### GIT SENIOR PROJECT

#### Arizona State University, Tempe, AZ

August 2022 - December 2022

The senior project was crafted to showcase our expertise and depth of understanding within our chosen educational concentration. Some of the tasks for completion included:

- Create illustration using Adobe Illustrator and Canva 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.

### AI PROMPT WRITER/EVALUATOR

#### Outlier

April 2023 - November 2024

The main task for this position was to help train generative AI models for chatbots. Some of the tasks within this role included:

- Rating the quality of AI-generated writing on rubrics such as factuality, completeness, brevity, and grammatical correctness
- Reviewing the work of fellow human writers
- Responding to prompts with top-tier original writing to enhance directions and evaluation of AI Chatbots
- Practice typing and writing prompts to help build AI chatbot models