



## VANESSA PARDO

CREATIVE // DESIGNER // ILLUSTRATOR

### SUMMARY

Creative, perfectionist graphic designer with a love for clean and simple design. Strong attention to detail with good organizational skills. Adept at working with customers of different types. Flexible and hardworking in deadline-driven environments. Bilingual in both English and Spanish.

### PROGRAMS

#### PHOTOSHOP



#### ILLUSTRATOR



#### INDESIGN



#### PREMIERE PRO



#### PROCREATE



#### SQUARESPACE



#### MICROSOFT OFFICE



### CONTACT

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## SKILLS

- Branding
- Print Design
- Layout
- Typography
- Logo Design
- Photo Manipulation
- Illustration
- Concept Design
- Web Design
- Advertising
- Photography
- HTML/CSS

## EXPERIENCE

### Multimedia Manager

April 2017 to Present

Sunset Church of Christ - Miami, FL

- Created graphics, flyers, brochures, invitations and video announcements.
- Redesigned the church logo and brand for both print and digital materials.
- Designed on-brand visual elements to convey concepts and messaging.
- Produced high quality finished printed material in a timely manner.
- Formatted social media & web content for church marketing purposes.
- Consistently designed the weekly bulletins and video announcements.
- Developed and update content on the church website on a weekly basis.
- Managed multiple projects and consistently met deadlines.

### Freelance Graphic Designer

March 2014 to Present

- Designed logos, branding, business cards, flyers, and banners.
- Collaborated with clients to develop their vision through extensive research, concept designs and creating high quality finished designs.
- Researched current and emerging art and graphic design technologies.
- Produced high quality finished printed material in a timely manner.
- Created or retouched images for print and digital formats.
- Conceptualized new designs for marketing materials and advertisements.
- Designed and developed websites with on-brand visual elements.
- Troubleshoot page performance issues, SEO performance code incompatibilities and web imagery problems.

### Seasonal Support Associate

September 2016 to February 2017

Macy's Dadeland - Miami, FL

- Prepared new merchandise for the selling floor.
- Worked at a rapid pace to meet tight deadlines.
- Maintained a strong communication with coworkers and supervisors.
- Greeted customers entering the store to ascertain what each customer wanted or needed.

### Graphic Designer/Secretary

March 2014 to October 2014

Miami International University of Art & Design - Miami, FL

- Created flyers for events and announcements.
- Filed paperwork and organized computer-based information.
- Formatted text and graphics for booklets and other print materials.
- Greeted students to ascertain what each student wanted or needed.

## EDUCATION

Miami International University of Art & Design

July 2012 to December 2015

Completed 166 credits towards BFA in Graphic Design