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## EDUCATION

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**UNIVERSITY OF MINNESOTA, COLLEGE OF DESIGN**  
Bachelor of Arts, Graphic Design

*Expected: May 2024*

## GRAPHIC DESIGN PROJECT EXPERIENCE

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**RECYCLES BIKE STORE REDESIGN**  
Graphic Design Studio, Study Abroad in Copenhagen

Individual  
*Fall 2022*

- Revitalized a relevant visual identity for the bike store "Recycles" in Copenhagen and showed how this design can be unfolded on various deliverables.

## RELEVANT EXPERIENCE

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**GRAPHIC DESIGN AND UX/UI INTERN**  
Center for Purposeful Leadership

*January 2021 - November 2021*

- Designed a wide range of collateral using the Adobe Creative Cloud and Canva to visualize and develop innovative designs that met business goals.
- Oversaw website design using Squarespace, optimizing input from the team to make sure that the designs met their goals and vision for the business.
- Managed existing projects to pinpoint possible flaws that may be deterrents to customers' engagement and company's business model.
- Worked independently and cooperatively on multiple projects with the team, meeting deadlines, and scheduling project implementation based on workload.

**GRAPHIC DESIGN AND SOCIAL MEDIA MANAGER INTERN**  
Willa's Oat Milk

*June 2021 - August 2022*

- Created and scheduled videos, photos, infographics and designs for multiple social platforms.
- Researched and organized a social media strategy across Instagram, Tiktok, Facebook, and Pinterest which grew following organically by a total of 91% or 2800+ within the first year.
- Communicated with the target audience on social platforms by responding to direct messages and engaging with customer comments.
- Converted longer form content (blogs, podcasts, etc) into micro-content (short video posts, stories, reels, etc) suitable for each social media channel.

## SKILLS/LANGUAGE

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**LANGUAGE**  
Conversational Proficiency in Spanish

**SKILLS**  
Adobe illustrator, Photoshop, Indesign, Photography, Videography, Video Editing, Canva