

AMARIS DE LA ISLA

GRAPHIC DESIGNER

// CONTACT

 adelaisla.com

// EDUCATION

Bachelor of Fine Arts | Graphic Communications

University of Houston
May 2013
magna cum laude

Bachelor of Arts | Communications

University of Houston
December 2004
magna cum laude

// SKILLS

PROFESSIONAL

Creative
Communication
Team Player
Art Direction & Project Management
Web & Print Design
Research & Concept Development
Branding & Identity
Typography
Logo Design
Print Techniques
Exhibition Design
Packaging
Printmaking
Photography
Book Design & Bookbinding
Vinyl Plotting & Laser Cutting
Social Media Design

TECHNICAL

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe AfterEffects
Microsoft Outlook
Microsoft Word
Microsoft PowerPoint
Microsoft Excel

// PROFESSIONAL STATEMENT

Highly creative and talented Graphic Designer with 7 years experience in branding, marketing, print and digital design. Exceptional collaborative and interpersonal skills; dynamic team player with well-developed written and verbal communication abilities. Highly skilled in client and vendor relations; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Successfully launched and implemented marketing campaign, adding to the College's branding and raising its profile.

// WORK EXPERIENCE

Freelance Graphic Designer

2018—Present

Collaborates with a variety of clients, managing and coordinating graphic design projects from conception through completion for individuals, start-up and mid-size companies, ranging from wedding invitations and stationery to logo and branding design to social media graphics and large scale marketing promotion, and more

Graphic Designer 1 | University of Houston

February 2017—August 2020

Conceived, designed, and executed a variety of marketing materials including, but not limited to advertisements, web content, event promotion, flyers, informational booklets, strategic plans, brochures, program handbooks, newsletters, wall graphics, and social media graphics for the marketing and communication department, as well as other administrative and academic departments in the College of Technology

Graphic Designer | Hospitality USA

July 2013—October 2016

Designed a number of promotional materials including advertisements, menus, flyers, posters, banners, t-shirts, web graphics, gift cards, and the like for 20+ locations spread across three states

Contract Graphic Designer | The Children's Museum of Houston

May 2013—July 2013

Designed various educational and promotional materials (e.g. signage, cover art, workbooks)

Public Relations Associate | The Children's Museum of Houston

2004—2007

Created media materials (e.g. press releases, press kits, PSAs) and collaborated with the graphics department to create bi-monthly newsletter and web content for major exhibits and events

// HOBBIES + INTERESTS



Printmaking



Harry Potter Nerd



Cute Critters



Day of the Dead



Cooking + Baking



Movie/TV Watching



Crafting



Sports Fan



Foodie



Reading



Traveling



Swimming

