

JESSICA RAE VERGARA

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EDUCATION

BA Design | Media Arts

University of California,
Los Angeles
September 2015 - June 2017

Graphic Design

California State University,
Long Beach
August 2013 - May 2015

SKILLS

Graphic design, media arts, branding,
printing, social media, marketing,
visual communication, packaging,
layout design, website design, video
editing, U/I design

Programs use: Photoshop, Illustrator,
InDesign, After Effects, Premiere
Sketch, Brackets, Microsoft Word,
Microsoft Powerpoint

EXPERIENCE

Graphic Designer | UCLA Athletics

January 2016 - present

Revamp print and social media graphics for prospective and incoming recruits and sport banquets
Identify characteristics of incoming recruits and formulated graphics based on individual interests
Strengthen research content through infographics and visualizations

Graphic Design Intern | GUESS? Inc.

June 2016 - August 2016

Designed in-store marketing visuals
Developed window concepts for specific seasonal events
Coordinated marketing request for promotional banners and signage

Graphic Design Intern | The DoLaB

January 2016 - March 2016

Assisted art director in creating graphics related to the festival branding of the company
Produced marketing and advertising social media templates
Incorporated personal art in print projects sold at major festivals

Graphic Designer & Printer | Big Frog Custom T-Shirts

May 2015 - September 2015, June 2014-August 2014

Expanded branding identity of multiple start-up companies
Consulted clients with design advice and printing solutions
Expedited projects within a 24 hour turnaround time and promptly responded to clients

Graphic Design Intern | RETREAT Magazine

February 2015 - August 2015

Identified trends in the beauty and fashion industry
Designed magazine layouts for creative content
Partnered with various brands to develop brand association and loyalty with the company

Graphic Design Intern | Jazen Tea

June 2014 - August 2014

Completed first major design print project that was mass-produced and delivered around the country
Expanded customer awareness of new business through social media

Graphic Designer Freelance | Self-Employed

Branded a wedding coordinator

Designed stationary for weddings and bridal showers
Designed t-shirts for Zeta Alpha Tau sorority, Phi Kappa Tau and FIJI fraternity, and UCLA PTSP club

