



Salinas D. Cardenas

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salinascardenasdesign.com

Objective

A dependable designer seeking to broaden her leadership and design skills. Wants to create designs that inspire, educate, and help people even if they don't know what goes into it. Her ultimate goal is to become a creative director.

Education

Southern Utah University *Aug. 2016- April 2020*

Bachelor of Fine Arts in Graphic Design

- Graduated with a BFA in Graphic Design and a minor in Marketing.

Internship

Green Living Magazine *May - Aug. 2019*

Graphic Designer Intern

- The lead ad designer of new clients advertisement for each month's issue.
- Produced the layout of the thumbnails context, ads, for each month's issue.
- Created various amounts of graphics for social media, email blast advertisements, and the monthly newsletters.

Experience

Addictive Desert Designs *Oct. 2020 - Nov. 2021*

Graphic Designer

- Photo edited for new product releases and created graphics for weekly email blasts, social media posts, and social media ads.
- Designed vehicle wraps for the new Bronco and Ford Raptor and event signage/ branding for the SEMA 2021 Event.
- Redesigned the annual product catalog and was the lead communicator with the printers throughout the process.

STIL Marketing *Jan. 2019 - April 2020*

Lead Graphic Designer

- Designed and created graphics for events hosted on campus by student organizations and clubs.
- Designed posters in various sizes for print and digital signage.
- Collaborated with clients and employers to make the most successful designs for their event posters.

Skills

- Attention to detail
- Teamwork/collaboration
- Integrity
- Work ethic
- Thinks outside the box
- Quick learner

Programs

- Microsoft Office
- Adobe InDesign
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- HTML/ CSS/ jQuery
- Sketchup