

YESSENIA DIAZ

Graphic Designer & Digital Strategist

New York City, NY

(718)578-3929 • ydiaz@tru.works

yadesigns.wixsite.com/yadesigns

EDUCATION

Art Institute of York- Pennsylvania
Bachelor of Science, Graphic Design
Graduated on December 2013

Art Institute of Pittsburgh- Online
Bachelor of Science, Advertising
August 2010 to January 2011

RELATED EMPLOYMENT

Freelance Graphic Designer & Art Director

October 2014 to Present

Responsible for all creative work, from concept to production. Manage and develop all aspects of a freelance design business, new business and client services. Projects include print, social media, illustration, blog writing and web design across a variety of industries, from retail to real estate, financial services, and publishing.

Snyder Endodontics

Freelance Designer

October 2015 to Present

Redesigned website with Dr. Snyder's input working with an already established brand. Collaborated with dental assistants to create downloadable maps to office location, updated old information for new clients to download.

Tru.Works

Freelance Designer & Content Producer

October 2014 to Present

Created Tru.Works brand and built Tru.Works website using Wordpress, composed email newsletter and developed magazine style for Tru.Works Magazine.

Benchmark Group Media

Junior Designer/ Production Manager

February 2014 to October 2014

Designed magazines, newspapers, etc. and their components like advertisements and illustrations to meet printer and client requirements.

SOFTWARE SKILLS

Utilize Adobe Creative Suite software such as Photoshop, -Illustrator, InDesign, Dreamweaver, Fireworks and Flash. Also familiar with Wordpress and have basic knowledge of HTML coding and CSS.

Develop presentations, spreadsheets and graphs with Microsoft Office PowerPoint, Word and Excel while alternating between Mac OS X, Windows OS.

CAREER RELATED SKILLS

Design

Conceptualize creative solutions to communication problems through exploration of typography, color schemes, and page layout options. Conduct research to generate efficient, dynamic logo designs, product packaging, print advertising and promotions, multi-page spreads, and corporate communications. Select and arrange type to function as an effective conveyer of information and mood.

Illustration

Complement an array of traditional illustration skills with computer-generated and computer-aided procedures to enhance variety, efficiency, and utility when applied to various print pieces including advertisements, publications, and promotional collateral. Approach and style influenced by sculpture, fashion, architecture and other expressions of art found universally.

RELATED EXPERIENCE

Monologue Blogger

Culture and News Writer Intern for website. Write articles weekly that are approved by editor.
August 2016 to present

MerryGoMom

Writer and reviewer in several topics for website approved by editor.
September 2015

LANGUAGES

- English, Spanish and practice Japanese.