

Diana Designs

Website

dianabdesign.com

E-mail

diana.bermudez.101@gmail.com

Phone Number

(352) 672 - 2575

LinkedIn

www.linkedin.com/
in/diana-bermudez-
68528516b/

Skills

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Animate
- Working knowledge of HTML, CSS & JavaScript
- Adobe Acrobat PDF Reader
- AR Spark

Certificates

- Social Media Marketing
- Marketing Automation

Career Objective

I am a dedicated, creative graphic designer with solid problem-solving skills. I'm also very passionate about creating and cultivating narratives in social media spaces. I love being able to combine my skills in graphic design and digital media marketing to present a cohesive story about any brand or company.

Experience

OPS Graphic Designer

University of Florida Alumni Association

November 2019 - Present

- Created GIF's and videos for the UFAA Instagram, Twitter and Facebook accounts
- Designed Beat University of Virginia shirts for the 2019 Orange Bowl Football Game
- Used existing artwork to create social media toolkits for the 2020 UF mask campaign and Gator100

Graphic Designer

Dogline Inc.

December 2018 - September 2019

- Redesigned the sales catalog for both Dogline and Viper
- Photographed, edited and color corrected most of the products for Dogline to be used in their internet listings or other marketing material
- Designed and prepared a quarterly full-page ad in *Modern Dog*

Social Media Marketing Intern

Great Leaps

September 2018 - November 2018

- Worked in a marketing team to create custom graphics for their social media channels to promote their products.

Graphic Design Intern

Orange County Utilities - Communications Group

July 2017 - July 2018

- Designed flyers for drawings or raffles benefiting The United Way.
- Drafted a Water Restrictions bumper magnet for Orange County Utilities vehicles.
- Created a postcard for the Holiday Trash Collection dates which featured a gingerbread man that was illustrated for the postcard.

Student Staff - Graphic Designer

UCF SDES TRiO Center - Project BEST

May 2017 - August 2017

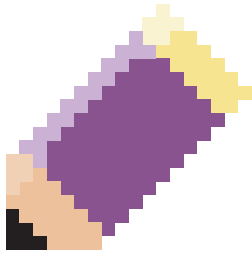
- Designed flyers for summer and fall workshops and events.
- Created and edited the Midsummer and Fall Newsletters.

Graphic Designer and Social Media Volunteer

Global Hope Network International

June 2016 - June 2017

- Communicated with the marketing team to create printable materials for donors and fundraising events.
- Coordinated with the field office in England to create brochures and posters.
- Managed their Tumblr account while I was a part of the Social Media Team.



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Other Notable Work

Graphic Designer/ 3D Modeler/ Story Developer

Advanced Design Lab - Universal Studios Project

August 2017 - December 2017

- Worked on a semester-long project with members of the creative team of Universal Studios.
- Helped create the team logo, edit presentations, work on the 3D model, and developed the story for the project.

Graphic Designer

UCF S.T.E.A.M Project/ Exhibit

January 2016 - April 2016

- Worked with an undergrad researcher to create a poster illustrating their research. The poster was shown in the UCF art gallery and then in the Orlando Science Museum as part of their S.T.E.A.M exhibit

Thieves Guild Inc.

Volunteer acting troupe based in Gainesville, Florida

2014 - Present

- Designed the current Thieves Guild Logo
- Designed the backs of the Thieves Guild trading cards used to interact with patrons during the Hoggetowne Medieval Faire.
- Photographed the "character/actor" photos for 2 shows to be used in promotional materials
- Designed the audition flyers for the 2017 show

Graphic Design Intern

City of Gainesville

January 2014 - April 2014

- Coordinated new design for the Martin Luther King Jr. Wellness Center rack card and poster.
- Redesigned the Baseball For All and Youth Baseball posters, rack cards, and carousel slides.

Education

Digital Media Marketing Certificate

MindEdge - Santa Fe College

July 2020 - Expected graduation early 2021

- Aligned with the Online Marketing Certified Professional (OMCP) standards to ensure that it is comprehensive and relevant.
- Digital Marketing Strategy, Social Media Marketing, Web Analytics, Conversion Rate Optimization

Bachelor of Fine Arts, Emerging Media

University of Central Florida

August 2015 - May 2018

- 3.65GPA
- Member of the Graphic Design Student Association
- ADLab - Universal Studios Project
- Presidential Honor Roll - Fall 2016, Spring 2017, Fall 2017 & Spring 2018

A.S Emerging Media Technology

Santa Fe College

August 2012 - December 2014

- 3.55 GPA
- Graduated with Distinction
- Member of the Graphic Design Student Association

A.A General Engineering

Santa Fe College

August 2009 - June 2012

- 3.1 GPA