VIviana garcia

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# SUmmary

Versatile and dynamic, I have honed my craft in graphic design and marketing at GRAPHCOLINE, mastering Adobe Creative Suite and digital illustration while enhancing brand identities through innovative visual designs. Fluent in English and Spanish, I excel in cross-cultural communication, ensuring customer satisfaction and engagement. My work not only meets but exceeds expectations, achieving significant efficiency gains and creative milestones.

# Skills

* Fluent in English and Spanish
* Windows OS Proficiency
* MAC Proficiency
* Microsoft Office Proficiency
* WordPress Content Creation
* WIX Site Design
* Efficient Code Editing with Notepad++
* Digital Illustration
* 2D Design
* Digital Graphic Creation
* Digital Photo Enhancement
* Graphic Design Using Canva
* User Interface Design (UI)
* Visual design
* Logo design
* Marketing integration
* Adobe creative suite

# EXPERIENCE

## Marketing/ Graphic Designer | Graphcoline - Phoenix, AZ | Jul 2024-Current

* Executed digital image color adjustments through advanced Photoshop techniques.
* Produced high-quality digital art assets for use in a variety of media formats.
* Utilized animation software to create motion graphics for video projects.
* Adjusted visual media to comply with project needs.
* Maintained an organized library of artwork files, photographs, logos.
* Created visual designs for logos, infographics, advertisements, brochures, and other collateral.
* Developed creative concepts for marketing campaigns and materials.
* Managed multiple design requests simultaneously while meeting tight deadlines.
* Provided technical guidance to junior graphic designers when needed.
* Produced comprehensive graphic design works including logos, icons, flyers, brochures and other visuals for print or web.
* Created high quality visual designs that are both aesthetically pleasing and intuitive for users.
* Produced promotional displays, packaging, and marketing collateral for retail environments.
* Compiled data by processing printing requirements and tracking volumes.

## Graphic Designer| USFASTPRINT - Phoenix, AZ | Aug 2023 - Current

* Designed innovative and visually appealing logos for branding initiatives.
* Modernized logo designs for enhanced visual identity.
* Created detailed virtual mockups to improve visual communication.
* Designed compelling digital posts to drive engagement.
* Utilized editing software to refine video presentations.
* Captured high-quality images tailored for production requirements.
* Designed web banners.
* Conducted light modifications in web development.
* Created engaging blog content.
* Enhanced accuracy and timeliness of sales quotes delivery.
* Enhanced customer satisfaction through effective communication.
* Utilized Adobe Creative Suite (Photoshop, Illustrator, InDesign) to create visually appealing designs.

**Human Resources Administrative Assistant|** Union Elementary School District -Tolleson, AZ | Jan 2022 - Jun 2023

* Created engaging advertising materials.
* Monitored and ensured safety of students during transportation.
* Compiled employee records such as contact information, performance reviews, and training histories.
* Organized orientation programs for new hires to introduce them to their duties and responsibilities.
* Managed employee attendance tracking systems using timekeeping software applications.
* Processed new hire paperwork, ensuring accuracy of data entry into HRIS system.
* Prepared reports on employee absences, turnover rates, recruitment activities and other areas of interest.

**Crossing Guard & General Aide|** Legacy Traditional School-Phoenix - Phoenix, AZ | Sep 2020 - Dec 2021

* Crossing Guard: Cross children safely across the main street intersection
* General Aide: lunch and recess monitor, help teachers in classroom.
* Clerical: Help front office, run 300+ copies, file

**Cashier|** Dollar Tree -Tolleson, AZ | May 2020 - Sep 2020

* Operated cash register efficiently and accurately, processed payments by cash, check, credit card, gift card or automatic debit.
* Answered customer inquiries regarding store policies and procedures.
* Maintained cleanliness of checkout area including countertops, registers, windowsills, and floors.

**Associate|** Kohl’s - Tolleson, AZ | Jul 2019 - Nov 2019

* Truck unload
* Fulfill online orders.
* Fulfill online pick-up in-store orders.
* Put products out to the store floor.

**Assistant Pastry Chef|** Kneaders Bakery & Café - Avondale, AZ | Dec 2018 - Jul **2019**

* Assisted head pastry chef in creating attractive displays for pastry items at dedicated events.
* Decorated cakes with icing, sprinkles, and other edible decorations.

**Cashier|** Estrella Vista Elementary School - Avondale, AZ | Dec 2016 - May 2017

* Prepared breakfast for students.
* Attended meetings and training sessions as required by management.
* Maintained records of all transactions including receipts for deposit into general fund accounts.

# Education

**High School |** La Joya Community High School | Avondale, AZ

**Associate in applied science: Culinary Studies |** Estrella Mountain Community College | Avondale, AZ

**Certificate of Completion: Culinary Studies |** Estrella Mountain Community College | Avondale, AZ

**Certificate of Completion: Culinary Principles |** Estrella Mountain Community College | Avondale, AZ

**Associate’s in arts: Fine Arts-Art |** Estrella Mountain Community College | Avondale, AZ

**General Education Certificate: Az General Education Curriculum (AGEC-A)** | Estrella Mountain Community College | Avondale, AZ

**Associate in applied science: Web Design/Development |** Estrella Mountain Community College | Avondale, AZ

**Certificate of Completion: Web Foundations** | Estrella Mountain Community College | Avondale, AZ

# Exhibitions

* Art Exhibition, Estrella Mountain Community College, 3000 N Dysart Rd, Avondale, AZ, 85392, 2018
* EMCC AAFA Exhibition, Avondale Civic Center Library, 11350 W. Civic Center Drive, Avondale, AZ, 85323, 2018
* Mariposa Literary Review, Estrella Mountain Community College, 3000 N Dysart Rd, Avondale, AZ, 85392, 2018
* Pancakes and Boost Art Show, The Duce, 525 S. Central Ave., Phoenix, AZ, 85004, 09/22/20
* Pancakes and Boost Art Show, The Duce, 525 S. Central Ave., Phoenix, AZ, 85004, 2022
* Pancakes and Boost Art Show, The Duce, 525 S. Central Ave., Phoenix, AZ, 85004, 2023
* Passion Over Profit, Imperio, 7610 W. Indian School Rd, Phoenix, AZ, 85033, 2024

# Portfolio

<https://garciaviviana10.wixsite.com/vivianagarcia-1>

<https://garciaviviana10.wixsite.com/vgdraw-1>

<https://garciaviviana10.wixsite.com/photosbyvivi>