



#### CONTACT

Elizabeth Chavez  
echavez925@gmail.com  
925 565 6849

#### WEBSITE

echavezdesign.com

#### SKILLS

Adobe Creative Cloud  
(Illustrator, InDesign,  
Photoshop, After Effects,  
Dimension, XD)  
Klaviyo  
Google Suite

#### PROFILE

Creative and collaborative graphic designer with a well-rounded education and experience in retail. Skilled at blending brand goals with design aesthetics to create captivating designs.

#### EDUCATION

Academy of Art University, San Francisco, CA  
Bachelor of Fine Arts – BFA, Graphic Design  
2016–2020  
Los Medanos College, Pittsburg, CA  
Associate’s Degree, Graphic Design  
2013–2015

#### EXPERIENCE

Lead Graphic Designer, Marketing Assistant      AUG 2021–AUG 2022  
*Smoakland Oakland, CA*

- Work directly with the Creative Director and Marketing team to develop effective design concepts and asset development.
- Lead graphic designer executing creative assets and collateral for cohesive and consistent marketing campaigns and graphic designs across customer-facing platforms for all brands in support of company vision.
- Created product positioning and messaging to differentiate products in a market and expand visibility.
- Work directly with Marketing Manager on brand development and revitalization for the parent company and establish brand guidelines for new sub brands, promotions, and digital marketing for e-commerce website.
- Work closely with Developer team to design and develop an app and in-app future features to ensure smooth, eye-friendly navigation through various screens.
- Coordinate with the Sales Team on marketing campaigns to develop company collateral such as email, menus, advertisements for the company, work with external partners on digital advertisements and package design, and design promotional materials to be used at trade shows.
- Create and maintain regular newsletters and communication for both B2C and B2B sides of the company and all brands.
- Work closely with print vendors and ensure accuracy of production for all projects.

Freelance Graphic Designer      JAN 2020–MAY 2021  
*VSTG San Leandro, CA*

- Work directly with the Creative Director to develop effective design concepts to build the brand.
- Collaborate on designs for clothing, social media posts, and e-commerce.