

GABRIELA TORRES VANEGAS

GRAPHIC DESIGNER

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PROFESSIONAL PROFILE

Highly creative graphic designer with a robust background in design softwares, creating graphics like, logos, brochures, layouts, and illustrations. Proven creative and conceptual abilities. Excited to create stunning designs and contribute to the success of the team. Proven expertise working in a collaborative and independent environment, effectively managing cross-time zone communication and meeting deadlines

SKILLS

- **Software Skills:** Adobe Creative Cloud (Ps, Ai, Id), Microsoft Office Adobe After Effects, Adobe XD, Figma, Blender
- **Design Skills:** Branding, logo, cover design, illustration, photo editing
- **Additional Skills:** Visual design, colour theory, typography, layout design
- **Language Skills:** Fluent in English and Spanish

EDUCATION AND CERTIFICATIONS

Bachelor of Fine Arts in Visual Arts | September 2018 - April 2023

Minor in Psychology

University of Victoria, Victoria BC, Canada

- ART 401: Graduating Art Exhibition, Design and Communications Committee
- Developed surreal and thought-provoking paintings using acrylic and oil paints, showcased in multiple exhibitions
- Created digital media works including GIFs and AR installations using Adobe Creative Suite and Blender, recognized in a number of exhibitions nationally and internationally

Google UX Design | In Progress

Coursera

- Focus on user research, empathy maps, design thinking, and wireframing techniques

EXPERIENCE

Photo Lab Specialist | August 2022 - Present

London Drugs, Victoria, BC, Canada

- Operated professional-grade photo printing equipment, ensuring high-quality prints and efficient workflow
- Proficient in operating press machines to create custom gifting items including textiles, wood panels, and metal panels
- Collaborated with cross-functional teams to streamline workflow processes, contributing to the achievement of monthly sales targets

Editorial Designer | July 2023

Instituto de Emprendimiento, Remote | [LINK](#)

- Developed engaging and visually stimulating design concepts for entrepreneurs' educational materials, ensuring alignment with project goals and client objectives
- Utilized InDesign for the pages ebook layout, Photoshop to edit the photos used and covers; and Illustrator to create the graphs and icons, producing cohesive design throughout
- Collaborated closely with clients and team members to understand the unique requirements of each project, fostering effective communication and facilitating seamless project execution.

- Produced captivating layout designs and graphics tailored specifically for entrepreneurs' book guides, showcasing creativity and adaptability in meeting diverse design challenges
- Incorporated feedback from stakeholders and end-users to refine design elements and enhance overall user experience, resulting in highly effective and appealing educational content

Branding Designer | June 2023

Natura.Fem, Remote | [LINK](#)

- Developed and implemented innovative design concepts for print and digital media, ensuring consistency with project goals and brand guidelines
- Utilized Adobe Illustrator, Sketch, and other relevant design software to produce high-quality logos and business cards, infographics, and other graphic elements for marketing and launching purposes
- Managed multiple projects simultaneously, meeting strict deadlines while maintaining attention to detail and delivering high-quality designs
- Stayed updated with industry trends and best practices in marketing materials, integrating new ideas and techniques into projects to enhance visual appeal
- Regularly reviewed design implementations to ensure alignment with brand standards and provided recommendations for improvement to enhance overall visual coherence.

PROJECTS

AR Installation | October 2023 - March 2024

Artitive Mentorship, NEXTCOMIC 2024, Linz, Austria | [LINK](#)

- Conceptualized and implemented an AR art installation portraying modern experiences, utilizing Adobe apps for precise illustration and editing
- Showcased at NEXTCOMIC 2024 Festival, receiving acclaim and expanding professional network in Linz, Austria

App Design | November 2022 - December 2022

ParentUospace | [LINK](#)

- Designed user-centric mobile app interfaces utilizing Figma, incorporating UX/UI best practices and ensuring brand consistency

Poster Design | November 2022 - December 2022

Dance Harmony | [LINK](#)

- Created a unique advertising poster for Harmony Dance Studio's 25th Annual Dance Competition
- Promote the idea of "reaching your dreams" as the goal of the studio is to create the future generation of dancer
- Utilize techniques like masking, blending, and colour grading techniques utilizing adobe Photoshop to successfully deliver the brand's voice and idea for the poster