

CAROLINA CADENA

Graphic Designer

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830-624-9524

www.carolinacadenadesign.com



I'm a highly creative, energetic Graphic Designer with more than ten years experience in creating highly compelling graphic design for various media. Organized, flexible and a fast learner who adapts quickly to new environments and works well under pressure.

Experience with Logo Design, Print Design, Branding, Digital Design & Animations, Social Media Content, Marketing, Production, Pre-Press, Screen T-Shirt Design (color separation & underbase layers), Wordpress Web Design, PDF Accessibility. Proficient in Adobe Creative Cloud Suite & Microsoft Office. Bilingual (Spanish).

WORK EXPERIENCE

Freelance Graphic Design

2006 - Present

Managed design and production of retail sale circulars for independent hardware stores; from conceptualization to pre-press. Clients included Fox Building Supplies in Altus, OK, Borderland Hardware Supply in Mercedes, TX, Gibson's Discount Center in Kerrville, TX.

Provided business and organization designs for advertising, print, t-shirts, signs, and many other promotional materials. Clients included, Tivy High School Cheerleaders, Fox Dealer Services, Crush Soccer Academy, Kerrville Crossfit, and Dancing with ASA Stars for Schreiner University, and numerous Personal Trainers.

Graphic Designer

Market Builders Inc. Kerrville, TX

2014 - 2016

Managed production of retail sale circulars for independent hardware stores; from conceptualization to pre-press. Compiled product information to include, acquiring and filing product photography, pricing and descriptions. Prepared files for Print Production. Designed complete monthly advertising packages to include sale circular themes, coordinating design elements and point-of-sale promotional collateral.

Graphic Designer/Children Programming

Family Sports Center Kerrville, TX

2006 - 2013

Designed all graphics and advertising for Family Sports Center Gym, Kerrville Bowling Center, and The Courtyard Grill (Posters, logos, banners, brochures, newsletters, infographics, presentations, menus). Designed and assembled multiple 6'-12' Bulletin Boards. Created design graphics for various clothing styles. Designed monthly promotion for local newspaper and magazines. Freehand murals and signs. Programming and lead classes for kids 2-12 yrs old. 2006-2013.



EDUCATION

UANL

The Autonomous University of Nuevo León

Industrial Design

Monterrey, Nuevo León, México