



LAURA SEGURA

GRAPHIC DESIGNER

SEGURA
DESIGN

CONTACTS

laura316segura@gmail.com
laura316segura.myportfolio.com

SOFTWARE

Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
Adobe Indesign	●●●●●
Adobe Dimensions	●●●●●
Adobe XD	●●●●●
Python	●●●●●
Lightroom	●●●●●

AWARDS

Gold Student Award – Magazine Advertising Full Page
RGV ADDY Awards 2020-2021

Gold Student Award–Logo Design
RGV ADDY Awards 2020-2021

Gold Student Award–Out Of Home & Ambient Media Poster
RGV ADDY Awards 2020-2021

Honorable Mention– Online /Interactive Mobile App
RGV ADDY Awards 2020-2021

Gold Student Award – Brand Identity Campaign
RGV ADDY Awards 2020-2021

Best of Student - Identity System
RGV ADDY Awards 2020-2021

First Place Winner – Mobile App Creation/Development
Universities of Texas Adobe Creative Jam Competition 2020

Silver Student Award – Out Of Home & Ambient Media Poster
RGV ADDY Awards 2019-2020

PROFILE

Creative graphic designer for developing unique custom artworks. An innovative approach to ideas and concept development. I offer eight years of experience in individual projects and brand development collections. I have the talent for translating company vision into a suite of useful graphics and design.

EXPERIENCE

Freelance Graphic Designer

Spencer Gifts, McAllen, TX

2018-2020

- Develop creative design for print materials, banners, and signs.
- Employed design fundamentals when selecting typography, composition, layout, and color in design work
- Created digital image files for use in digital and traditional printing methods
- Created aesthetically-pleasing advertisements that complemented products

SKILLS

Image Manipulation	●●●●●	Mobile Application Development	●●●●●
Adobe Creative Suite	●●●●●	Illustration	●●●●●
User Interface Design	●●●●●	2D and 3D Modeling	●●●●●
UX Design	●●●●●	Photography	●●●●●
Photographic Editing	●●●●●	Listening Skills	●●●●●
Technical Illustration	●●●●●	Verbal and Written Communication	●●●●●
HTML & CSS	●●●●●		
Python	●●●●●		

LANGUAGES

Primary: English ●●●●● Secondary: Spanish ●●●●●

EDUCATION

The University of Texas Rio Grande Valley

Bachelor of Fine Arts: Graphic Design - 2021