



*Betzy*  
Graphic Designer

Betzy Lopez

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## EDUCATION

AUG 2015 - MAY 2021  
**Bachelors of Fine Arts Graphic Design**  
University Of Texas Rio Grande Valley  
GPA: 3.4

**AWARDS**  
AIGA 2017 Award

## SKILLS

Adobe Photoshop



Adobe Illustrator



Adobe InDesign



Adobe Lightroom



Adobe Premiere Pro



Adobe After Effects



Adobe Dreamweaver



Microsoft Office Suites



Mac OS



## Personal

Organized                      Photography  
Creative                         Videography  
Problem Solving                Bilingual  
Social Media Marketing        Tech Savvy

## PROFILE

Creative Freelance Graphic Designer with over 7 years of experience in developing engaging and innovative digital and print designs for clients in broad range of industries. Recent graduate from UTRGV with a Bachelors of Fine Arts in Graphic Design. Clear communicator and collaborative team player with an eye for detail and skilled in multiple different creative services. I'm looking to gain more experience that will help me in my future career.

## WORK EXPERIENCE

### Freelance Graphic Designer

Studio One Five | 2015 - Present

- Creating top quality work for my clients, whether they're needing logo design, flyers, website design, business cards, postcard design, identity branding design, brochures, illustrations, advertisement, social media marketing, etc.
- Meet with client to determine marketing and design vision, scopes of work, budgets, and deliverable timeframes.
- Ensure 100 percent customer satisfaction by presenting art to client and giving a chance for feedback.

### Personal Shopper

Favor | March 2020 - Present

- Running errands and picking up groceries needed by my customers.
- Making sure I always get the specific orders correctly to ensure 100 percent satisfaction and to make the customer happy.
- Always communicating with the customer to ensure he/she knows what is happening while I run the errands or in case what the customer needed is not available.

### Social Media Marketing Specialist

Colbalt Digital Marketing | Aug 2019 - Nov 2019

- In charge of running several client's social media, making sure scheduling for posts is always done 2 weeks in advance.
- Creating graphics and designs for client's social media and business.
- Using my photography and videography skills to create professional work for our clients and businesses.

### Graphic Designer

South Texas College | May 2018 - Aug 2018

- Prepared rough sketches of logos and illustrations to give customers a clear idea of what the end product could look like.
- Worked closely with client to create vision, conceive designs, and consistently meet deadlines and requirements.
- Designed engaging content in support of product needs and marketing initiatives.