


# Frida Retana

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## GRAPHIC DESIGN

### Education

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**Bachelor of Fine Arts - Graphic Design**  
**University of Texas Rio Grande Valley**  
**Expected graduation: 2022**

Cumulative GPA: 3.75

### Experience

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**Graphic Design Student Assistant at the University of Texas Rio Grande Valley**  
**| October 2019 - Present**

As a graphic designer assistant, this would include working on a variety of projects including but limited to brochures, web banners, social media graphics, animated graphics, postcards, T-shirts, and branding. Teamwork and customer service is also included.

**Graphic Design Intern at the Museum of South Texas History, Edinburg TX**  
**| August 2021 - Present**

Designed a series of graphics including promotional items such as social media graphics, postcards, and advertisements. Worked with communications officer to carry out desired designs.

### Volunteer Experience

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**McAllen Medical Center**

Proficiently cared and entertained patients in nursing home at McAllen Medical Center, as a Business Professionals of America-(BPA) Member

### Awards

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**2nd Place, UTX, Adobe Jam Creative Jam 2020**  
App codesigned, "YourAmigo"

**Silver, American Advertising Awards, 2021**  
Logo Design, "Fuego Logo"

**Bronze, American Advertising Awards, 2021**  
Graphic Designer for 5th Year Anniversary Campaign done for the University of Texas Rio Grande Valley

**Gold, American Advertising Awards, 2022**  
Collateral Material, "Frida Retana Identity"

### Skills

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**Intuit Quickbooks Certified User**

**Digital Photographer**

**Adobe Creative Suite**

**Microsoft Office Word, Excel, Powerpoint, Outlook**

**Customer Service and Communication**