

MARTA GUZMAN

Graphic Designer

As a business owner, I understand how crucial time, and cost are for businesses and organizations. I am a deadline-oriented designer with a clear understanding of the relationship between customer centered product design solutions, effective graphics, customer satisfaction, and business growth.

Ten19 Studio

Graphic Design Intern

Austin, TX

September 2021 - December 2021

Upscale Baby Product User Manual

- Researched competitors, industry trends, packaging requirements, design trends, regulations, and user manuals.
- Researched, curated images, and created a mood-board.
- Ideated user manual alternative designs and layouts.
- Designed layout, developed typography, and curated images.

Sleep Aid Branding and Social Media

- Designed icons to match specific graphic brand style.
- Curated images, ideated marketing messages, and created website banners.
- Curated images and designed social media posts.

Upscale Venue Re-branding

- Researched competitors and industry trends.
- Created a series of mood-boards each one based on a specific ambiance.

Social Media Guide for New Businesses

- Researched and curated content on current trends in business social media.
- Created layout, icons, and graphs
- Published and presented project using Google Slides.

Children's Advocacy Center

Event Coordinator/Development

Bastrop, TX

June 2011 - August 2020

- Created event logos, invitations, promotional materials, social media, and
- Re-branded annual training event achieving 300% attendance and 500% profitability increase.
- Coordinated redesign, implementation, and maintained agency's website.

CONTACT

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marta-guzman-atx

PORTFOLIO

www.marta-guzman.com

EDUCATION

Associate of Applied Science -

Graphic Design Specialization

Austin Community College -

Bachelors of Science in

Architectural Studies

University of Texas at Austin

AWARDS

ACC Academic Excellence

Austin Small Business Person

of the Year Award

SKILLS

SOFTWARE

Adobe: Illustrator, Photoshop,

InDesign, Acrobat, Spark,

XD, Dreamweaver; InVision;

Figma; Canva; Microsoft: Word,

Excel, PowerPoint, Publisher;

WordPress; Google: Docs, Drive,

Slides, Spreadsheets; CRM.

LANGUAGES

Fluency in writing, reading, and

speaking in both English and

Spanish.