

# Sylvia Rubio

GRAPHIC DESIGNER AND DIGITAL ILLUSTRATOR

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## Education

### B.A. - FINE ARTS

California State University Channel Islands

2013 - 2018

## Technical Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Affinity Photo & Designer
- Wix
- Canva
- Procreate
- QuickBooks
- PC and Mac Platforms
- Microsoft Office: Word, Excel, PowerPoint, Publisher, Outlook
- Google Workspace: Gmail, Drive, Docs, Slides, Forms, Sheets

## Creative Skills

- Photography
- Screen Printing
- Illustrating
- Logo Design
- Brand Identity
- Signage
- Packaging Design
- Storyboarding

## Experience

### GRAPHIC DESIGNER AND ILLUSTRATOR

Independent Contractor

2015 - Present

- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Planned concepts by researching and studying information.
- Conceptualize and illustrate brand logos, merchandise designs, and print marketing materials based on project objective.
- Organized and executed photoshoots to create a professional branding imagery used in both print and social media.
- Maintained optimum levels of communication to effectively achieve progress and results.
- Managed and organized design assets, files, and project documentation using Google Drive.

### GRAPHIC DESIGNER AND PRINT PRODUCTION OPERATOR

Campus Copy Shop

2019 - 2022

- Met with customers to determine design vision, goals, budgets, proof of materials, and deliverable timeframes.
- Independently managed multiple projects simultaneously, while maintaining high quality standards.
- Designed effective templates to increase efficiency, consistency and improve organization within the business.
- Created designs such as flyers, invitations, stickers, announcements, letterheads, envelopes, brochures, booklet programs, menus, posters, newsletters, yard signs, banners and more.
- Collaborated with third-party vendors to ensure reliable delivery of all marketing and stationery printed materials; reducing costs and increasing efficiency and customer satisfaction.
- Utilized production finishing equipment and any other associated post-production machinery as required to complete projects.
- Assisted and performed minor repairs to print production equipment in order to reduce production down time.
- Trained and overseen employees on operating printers, production equipment, and software programs.
- Performed daily office tasks such as greeting customers, answering phones calls, checking emails, conducting inventory and invoicing.