

ISABELLA KATRINA VASQUEZ

EXPERIENCE

NORDSTROM - Graphic Designer

Seattle, WA // November 2015 - June 2016

Designed wayfinding and environmental graphics for NPG headquarters. Worked on projects with branding team designing hangtags, packaging, and branding.

FELL SWOOP - Visual Designer

Seattle, WA // September - October 2015

Designed social media posts, banner ads, storyboards, and client decks for Windows 10 launch.

OIL & COTTON - Lettering Instructor

Dallas, TX // Spring 2015

Taught classes on hand lettering and sign painting techniques.

WHOLE FOODS - Graphic Designer

Dallas, TX // December 2013 - June 2015

Created in-store signage and displays. Focused on sustainable signage and worked closely with marketing. Whole Foods required excellent time management skills and quick, creative problem solving.

UNT DINING SERVICES - Graphic Designer

Denton, TX // May 2011 - December 2013

Designed environmental graphics, signage, branding, packaging, multimedia campaigns, and created concepts for new dining halls.

LOOKTHINKMAKE - Designer/Illustrator

Austin, TX // Summer 2012

Designed collateral for non-profit events, attended photo shoots, and pitched projects directly to clients.

ABOUT

A lifelong learner with a great imagination and a cheery disposition. I specialize in environmental design, lettering, and have a love for creating unique, playful, tangible design. I hail from Austin, Texas, land of breakfast tacos.

EDUCATION

University of North Texas

August 2009 - December 2013

Bachelor of Fine Arts in Communication Design with a concentration in Art Direction.
3.2 GPA

PROFICIENCIES

Proficient in

Adobe Illustrator, Photoshop, InDesign, After Effects, and 1-Shot Enamel.

Experience in

Environmental design, lettering, branding, advertising, packaging, banner ads, production, deck/publication design, copywriting, motion graphics, illustration, and some UX.

Clients I've worked with

Nordstrom, Whole Foods Market, Microsoft, Warby Parker, The SIMS Foundation, 35 Denton Music Festival, University of North Texas, Austin Art Alliance, and The Monster Project.

AWARDS

Dallas Society of Visual Communications

Student Show 2013

University of North Texas

Multicultural Scholarship Award recipient