Maria Roche

Graphic Designer

Contact info

📞 (555) 555-5555

✉ mariaroche@gmail.com

📍 Austin, TX

Education

● **Bachelor of Fine Arts in Graphic Design**   2009 - 2013

University of Texas at Austin

Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign)

Branding and identity design

Digital and print media

UI/UX design principles

Project management

Links

Portfolio: www.mariaroche.com

Awards

⚑ Austin Creative Summit Award (2024): Recognized for excellence in branding and graphic design for local businesses.

⚑ Best UI/UX Design at the Texas Digital Innovation Conference (2022) for app design for TechNode Solutions.

Professional summary

Creative and detail-oriented graphic designer with over 12 years of experience delivering compelling visual designs for clients across various industries. Skilled in branding, digital marketing design, and UI/UX projects. Adept at managing multiple projects and meeting tight deadlines.

Experience

● Freelance Graphic Designer   January 2015 - Now
Self-Employed, Austin, TX

- Design and implement branding strategies for over 50 small to mid-size businesses, including logos, style guides, and marketing collateral.

- Collaborate with Austin-based startup *BrightLeaf Marketing* to create engaging website and social media assets, increasing online engagement by 35%.

- Produce user-friendly mobile app wireframes for *TechNode Solutions* that improved customer retention by 20%.

● Graphic Designer   June 2013 - December 2014
GreenBridge Creative Agency, Austin, TX

- Led design projects for local clients such as - *Hill Country Naturals* and *Central Coffee Roasters-*, including print and digital advertisements.

- Developed design mockups for websites and marketing campaigns, ensuring alignment with client branding goals.

- Awarded "Employee of the Month" twice for innovative designs that exceeded client expectations.