

Bianca Peña

Visual Communication Designer

4230 Upland Way, Garland, TX 75042

Email: hola@biancapena.com

Phone: 317.529.3683

Profile

Visual Communication Designer and human being dedicated to producing meaningful, people-centered design.

Education

Herron School of Art + Design, **Visual Communication Design**

Bachelor of Fine Arts, May 2019

Graduated Magna Cum Laude

Ivy Tech Community College,

Associates Degree in Liberal Arts, 2015

Graduated Magna Cum Laude

Skills

- › Creative problem solving
- › Project management
- › Brand and Identity design
- › Typography
- › Print and digital production
- › Motion graphics and kinetic type
- › Design research

Proficiencies

- › Adobe Creative Suite — Expert
 - Photoshop
 - Illustrator
 - InDesign
 - After Effects
 - XD
 - Premiere
- › Microsoft Office — Advanced
- › Keynote and Powerpoint — Advanced

Experience

Plein Air Agency

Graphic Designer, June 2019–Present

- › Created social media content, emails, TV ads, motion graphics and other digital materials for a diverse range of restaurant brands
- › Collaborated with a team of designers and art directors to develop design systems and engaging campaigns for new clients
- › Designed and prepared posters, billboards, menus and other materials for print

The Kurt Vonnegut Museum and Library

Freelance Designer, November 2015–Present

- › Designed logos, flyers, brochures and other collateral to support the Museum's programs
- › Designed new gift shop products and materials for the organization
- › Designed an annual literary journal curated by the museum and published by Penguin Books

Brybelly Inc.

Graphic Design Intern, May–August 2018

- › Designed a variety of illustration-based toy and game packages
- › Produced 3-D mockups and prepared design files for print
- › Photographed products and edited images to be posted and sold through Amazon

Indiana Recycling Coalition

Graphic Designer, February–April 2018

- › Conducted research to identify the problems within Indiana's recycling program
- › Produced an identity and design system that would be implemented by in-house designers
- › Worked with a team to produce print material and a social media campaign