

# Citlalli Quesada

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## ENTRY LEVEL GRAPHIC DESIGNER

Bilingual (English & Spanish) Graphic Design student with hands-on experience creating logos, brand identities, digital content, and marketing materials for local businesses and Austin Community College. Skilled in Adobe Creative Cloud (Illustrator, Photoshop, InDesign) and Figma, with a passion for designing visuals that engage audiences and elevate brand presence. Recognized for creativity, collaboration, a strong eye for detail, and timing delivery. Passionate about accessible, community-driven design and eager to bring fresh ideas to collaborative design teams.

## Skills

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- **Technical Skills:** Adobe Creative Cloud, Figma, Mailchimp, Notion, Miro
- **Industry-Specific Skills:** Advertising, Customer Service, Social Media Management, Digital Marketing
- **Professional Skills:** Spanish, English, Collaboration, Active Listening, Attention to detail, Decision Making, Adaptive, Time Management, Project Management

## Education and Training

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### Associate of Applied Science Degree – Visual Design

Aug 2022 - May 2026

*Austin Community College*

**Relevant Coursework:** Visual Design for Digital Media, Interaction Design, User Interface Design

**Special Projects:** ACC Grocery and Pick up multimedia campaign used by the Student Bites initiative at ACC

**Additional Training or Education:** Web and digital design (Website layouts, app interfaces, digital banners, social media ads, and email campaigns)

### Associate of Applied Science Degree – Graphic Design

Aug 2022 - May 2025

*Austin Community College*

**Relevant Coursework:** Design Communications, Design Concepts, Design Studio I and II

**Special Projects:** Central Government Civic Services multimedia campaign used by the CGCS department

**Additional Training or Education:** Branding and Identity (Logos, color palette, typography), Marketing and Advertising (Posters, billboards, and social media)

## Honors and Awards

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*Austin Community College, Austin TX*

03/2025

### Global Learning Student Ambassador

Cultural exchange program developing mutual understanding through direct interpersonal engagement  
In a peer to peer creative support setting.

## Experience

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**CGCS Department, Austin Community College, Austin TX**

01/2025 - 05/2025

Graphic Designer Team Leader

Worked with a team of digital and graphic designers in the development of marketing materials for Center for Government & Civic Service (CGCS) to help increase in the community outreach in expend in community awareness of their services.

- Used Adobe Creative Cloud (Indesign, Illustrator, Photoshop), Figma and Notion board to develop stickers, t-shirts, posters, and roller banners.
- Also, led a team of four visual and graphic designers to deliver branding, digital, and print assets for multi-channel marketing campaign.
- Interfaced with CGCS clients discussing about their brand identity, summarizing the client meeting notes.
- Constructed structured design review sessions using Figma and Adobe Creative Suite provided design concepts and prototypes to gather actionable feedback and translating it into iterative design improvements.

### **Grocery & Pickup Department, Austin Community College, Austin TX** **Bilingual Graphic Designer | 08/2023 - 12/2023**

Worked with a team of digital and graphic designers in the development of marketing materials for Grocery & Pickup Department to help increase in the community outreach in expend in community awareness of their services.

- Used Adobe Creative Cloud (Indesign, Illustrator, Photoshop), Figma and Notion board to develop Instagram ads t-shirts, posters, and roller banners.
- Collaborated with a team of visual and graphic designers in the development of multilingual digital, and print assets for multi-channel marketing campaign.
- Interfaced with client, ACC Grocery & Pickup, discussing their brand identity, summarizing the client meeting notes.
- Constructed structured design review sessions using Figma and Adobe Creative Suite provided design concepts and prototypes to gather actionable feedback and translating it into iterative design improvements.

## **Volunteer Experience**

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### **MARIYAKIS, Austin TX** **Logo Creation | 06/2022 - 07/2022**

- Landed an unpaid internship right after high school and created the marketing content using canva and my designing skills to increase brand awareness which resulted in a **10% increase** in sales.
- Led brainstorming to understand the company's requirement for a logo and created the logo using Canva based on their brand identity color palette, and purpose. Earning **strong appreciation** from the company.

### **C & C Repair, Austin TX** **Content Manager | 08/2020 - 10/2020**

- Used composition and color theory knowledge to **design invoice templates** and to create the **logo from scratch**, using Canva and Google Docs which resulted in more efficiency, better branding and more customers.
- **Documented and filed customer communications and payments** for tax purposes using Google Sheets, to ensure that the company is tax compliant.
- **Responded to email queries** and concerns within 24 hours, which in effect increased the team's effectiveness and improved customer retention.