

Gabriela Gutierrez

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SUMMARY

Graphic Designer experienced in brand identity and marketing design for print, social, and web. Delivers consistent, production-ready work on deadline. Bilingual in English and Spanish.

EDUCATION

- University of South Florida (USF)** 2024
Bachelor of Fine Arts (BFA), Graphic Arts (Illustration concentration)
- Hillsborough Community College (HCC)** 2020
Associate in Arts (AA)

WORK EXPERIENCE

- Graphic Designer — Bayside Medical Group** *May 2020 - Present*
- Deliver print and digital assets: brochures, ads, social graphics, website updates, and patient forms.
 - Build reusable templates to keep brand consistency across campaigns.
 - Collaborate with staff to deliver production-ready materials on deadline.
- Graphic Designer — BetterLife Clinical Research** *July 2022 - June 2023*
- Develop logo and core brand identity.
 - Design and built a Wix website aligned with brand and messaging.
 - Create supporting marketing materials for outreach and digital use.
- Freelance Graphic Designer (Brand + Marketing)** *February 2020 - Present*
- Deliver branding and marketing design for small businesses in the U.S. and Latin America.
 - Manage projects end-to-end, including client communication, revisions, and final delivery.
- Selected work: Dead Pair Gear (website, flyers, magazine ad, product photography, email newsletters) • Tacubaya • Sol Adult Day Care
- Design Assistant (Internship) — John Stanko** *June 2023 - July 2024*
- Manage Instagram content and supported content planning.
 - Create promotional graphics for events and Kickstarter-related campaigns.

SKILLS

- Brand Identity & Logo Design
- Packaging & Apparel Design
- Marketing Collateral (Ads, Flyers, Event Materials)
- Social Media Design (Posts, Stories, Templates)
- Layout & Book Design
- Print Production (Press-Ready Files)
- Illustration
- Photo Editing & Retouching
- Email/Newsletter Design
- Wix Web Design
- Bilingual: English & Spanish
- Additional: 3D Modeling & Printmaking

TOOLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Express
- After Effects
- Adobe Lightroom
- Canva
- Procreate
- Wix