

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	<i>Part-Time to Full-Time May 2020 – Present</i>
• 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	<i>Part-Time / Contract July 2022 – June 2023</i>
• 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)	<i>Project-Based February 2020 – Present</i>
• 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	<i>Internship June 2023 – July 2024</i>
• 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
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TOOLS

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