

YAZMIN DELGADO

GRAPHIC DESIGNER



yazmindelgado.com



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310 - 775 - 7651

Education

Loyola Marymount University
BA Studio Arts: Graphic Design

Skills

Adobe Creative Suite (*Ps, Ai, Id, Ae, Lr, Br*)

Social Media Design
Print Production/ Design
Typography
Photography
Photo Editing
Project Management
Motion Graphics
Canva

Microsoft Office & Google Suite
Dropbox & Synology Drive
AV, Show Director, Stage Manager
Asana Task Manager (*certified*)
Emma Email Marketing
Slack & Zoom
Social Media
Sprout Social

Language

English - *Fluent*
Spanish - *Fluent*

Experience

Senior Graphic Designer

Social Kapture
July 2020 - Present

- Designed engaging social media graphics for a variety of clients, including high-value and specialty accounts, and created digital ad content tailored to platform-specific requirements.
- Supported Social Media Director in setting best practices for Graphic Design across various teams. Update all relevant written guidelines as needed and provide trainings as needed.
- Led quality control efforts for design output; audited and edited client assets to create consistent brand, provided constructive feedback and coaching to team members, assisted in development and led execution of team operational, style and productivity best practices.
- Supported professional development of team members while assisting leadership in strategic initiative focused on skill development.
- Played a key role in hiring for the Graphic Design team; led onboarding and training efforts for new hires across both the design team and other internal departments.

Head Graphic Designer

National Association of Latino Independent Producers
Nov. 2018 - Jan. 2020

- Interviewed, trained, and managed all design interns
- Collaborated cross-functionally with multiple departments to fulfill design needs for over 10 major events, including the rebranding of several programs across both print and digital platforms.
- Supported the digital production team by creating motion graphics and coordinating audiovisual (AV) logistics for high-profile events such as the NALIP Media Summit and Latino Media Fest.
- Trained and supervised volunteer photographers and photo editors; also served as lead photographer and editor for various events.
- Translated and proofread copy in Spanish, provided live translation for Spanish-speaking talent during interviews and media appearances.

Lead Graphic Designer

Laband Art Gallery - Loyola Marymount University
Sept. 2017 - Mar. 2019

- Partnered with the gallery director to create cohesive exhibit materials across print, web, and social media platforms, including event flyers, posters, vinyl lettering, large-scale banners, email campaigns, social media content, and postcards.