

Priscilla Peralta - Visual Designer

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DESIGN PROJECT

Dorthy Delong: Photography portfolio to showcase new work and contact. **Tools used** - Figma, Photoshop, InDesign, Adobe XD

Refresh & Reuse: Creation of brand logo, icons and brand style guide. **Tools used** - Illustrator, Photoshop, InDesign

WORK EXPERIENCE

Freelance Visual Designer

The Eucalyptus Baby

Los Angeles, CA

2021- Present

- Consult with clients to create design strategy, and branding
- Conduct research, iterate on designs, working on 6-8 revisions before presenting final deliverables to clients
- Primary designer working 3+ clients on logo, branding, and web design projects, supporting their marketing efforts

Temporary Executive Assistant

Jam City

Los Angeles, CA

2020 – 2020

- Managed 3 executive calendars for 2 SVPs and CTO, ensuring smooth logistics and communication for all daily operations
- Investigated and assembled 2 research packets per week, increasing partnerships with outside companies
- Communicated with team leaders to distribute company wide decks to 50+ employees, updating all on production progress

Office Manager/ Executive Assistant

Observatory Agency

Los Angeles, CA

2020 – 2020

- Oversaw company wide budget and track spending for the LA office with 40+ employees working with the Director of Finance
- Managed CCOs schedule and call sheet in a work from home setting, coordinating 4-6 meetings daily
- Led multiple office operations including managing supplies and building maintenance, streamlining the support of 4 companies
- Coordinated with vendors to provide 4 weekly in office lunches for all employees, increasing engagement and camarade

PROFILE

Visual Designer with proven experience creating logos, brand guides, and marketing materials for diverse audiences.

EDUCATION

Skillcrush, 2021

Designer Fast Track Intensive

Boston University, 2019

M.S. Television Specializing in Producing and Management

CERTIFICATES

Coursera

Fundamentals of Graphic Design & Intro to Typography

DESIGN SKILLS

Photo Editing / Retouching

Prototyping

Composition

Wireframing

HTML5 / CSS3

Iteration

Storyboarding

Logo / Brand Design

Researching & UX

TECH STACK

Figma

Canva

Adobe Illustrator

Adobe Photoshop

Adobe XD

Adobe InDesign

Mailchimp

Google/MS Suite

LANGUAGES

Spanish - Fluent