

# SELENE MOLINA, GRAPHIC DESIGNER

## CONTACT

956.789.7286

Designbyselene@gmail.com

[www.Designbyselene.com](http://www.Designbyselene.com)

## EDUCATION

BFA, Graphic Design  
Academy of Art University  
San Francisco, CA  
2022

## SKILLS

Concept Development  
Typography & Layout  
Design Principles  
User experience  
UI Design  
Content Creation

## TOOLS

Adobe InDesign  
Adobe XD  
Adobe Photoshop  
Adobe Illustrator  
Adobe Acrobat  
Adobe After Effects  
Microsoft Office  
Squarespace  
Wix  
Figma

## INTERPERSONAL SKILLS

Strong Communicator  
Time Management  
Critical Thinker  
Flexible & Adaptable

## LANGUAGES

English and Spanish

## SUMMARY

Versatile graphic designer with experience in marketing, corporate branding, web design, packaging design, and UI/UX design. Team player with strengths in project management, communication, and organization.

## EXPERIENCE

### Graphic Design Consultant

Freelance

2019-Present

Create branding and graphic designs for posters, banners, flyers, business cards, and websites using Illustrator, Photoshop, Wix, and Squarespace. Clients include beauty brands and wellness companies.

### Licensed Beauty Advisor & Marketing Manager

Freelance Beautician

2015-Present

Permanent make-up procedures, consultations, beauty products sales, scheduling and time management, design, and launch marketing.

## PROJECTS

### UX/UI Designer

Time, Navigation, and Information

2022

Designed a user-friendly interface for browsing, assessing, and navigating to local areas of interest; by creating interactive prototypes, wireframes, and visual design. Developed user personas to increase and enhance functionality and usability. Designed app using Adobe XD, Illustrator, and Photoshop.

### Book Designer

The Art of Tequila

2017

Created a book depicting the history of tequila in Mexico. Developed mood boards, initial sketches, and layouts using Adobe InDesign and Adobe Photoshop.