

DANIELA LOZANO

(832) 380-9744 | lozandan03@gmail.com | [LinkedIn](#) | [Portfolio](#)

EDUCATION

The University of Texas at Austin

Expected May 2026

Bachelor of Fine Arts in Design, Cumulative GPA: 3.6

FREETAIL HACKERS

Dec 2023 - July 2024

Creative Director

- Managed a team of five other students on the creative team and led the direction of the event's theme, branding, and assets for the 2024 Spring Hackathon.
- Collaborated with outreach team to develop on-campus advertising which increased attendance by 40%
- Oversaw the development of marketing materials, event branding, and organization documents that would be viewed by our corporate sponsors and competing students.

FREETAIL HACKERS

Jan 2023 - Dec 2023

Creative Team Member

- Developed logos and merchandise under the direction of the 2023 Creative Director.
- Member of the creative team for HackTX, a hackathon at UT Austin that raised over \$9,000 in prizes and had more than 730 student competitors from varied disciplines and universities.
- Present UX/UI workshop as part of HackTX programming.

WORK EXPERIENCE

UT RESOURCE RECOVERY

Austin, TX

Design & Social Media Intern

Aug 2024 - Present

- Responsible for managing the department's social media presence, developing content, and adhering to set deadlines for designing and publishing social media posts.
- Revised existing department documents into infographics for wider outreach for campus initiatives.

CRESTWOOD MIDSTREAM

Houston, TX

Health & Safety Design Intern

June 2023 - Aug 2023

- Revised existing logos under the direction of management for an updated approach to the department's safety initiative, *Spot Awards*, in order to appeal to the demographic of on-site and off-site employees.
- Created new marketing and outreach material, such as infographics, posters, and merchandise for company-wide communication about the importance of proper safety regulations and company data.

UNIVERSITY PROJECTS

FORMULA HACKS

March 2023

The University of Texas at Austin

- Worked as an organization officer to contribute to the fundraising of \$13,853 in prizes for the event.
- Oversaw the development of the event's website, logo, and merchandise as Creative Director and led the direction of progress with five other student members in a 4-month period.

SONA

Feb 2023

Design at UCI, Finalist

- Developed and created a prototype app, Sona, in Figma during a 24-hour period relevant to the theme of community and inclusivity.
- Presented Sona to a panel of industry judges placing as a top 10 finalist against 300+ participants.

ADDITIONAL

Technical Skills: Adobe Illustrator, Photoshop, InDesign, Figma, Adobe Acrobat Pro, Canva, Microsoft Office Suite

Languages: Spanish - native fluency

Awards: Dean's List, College of Fine Arts Honors