

FAITH GARCIA

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EDUCATION

Boston University / B.F.A. in Graphic Design

JAN 2020 - AUG 2023, BOSTON, MA

- *Relevant Coursework:* Web Design, Editorial Publications, Intro to Printmaking, Silkscreen, Printmaking, Typography 1-4, History of Graphic Design, Professional Presentation, Business Information Design, Graphic Design Studio 1-6

EXPERIENCE

Free People | Contracted Creative Content Assistant

FEB 2024 - MAY 2024, NEW YORK, NY (REMOTE)

- Created wholesale marketing graphics for all Free People brands such as Collection, FP Movement, Intimates, Free-est, and We The Free.
- Designed weekly emails, eBlasts, trade show flyers, department store website banners, Brand Books and other special projects like Denim Fit Guides.
- Increased overall email performance and click rate to 80%.

Nova Science Publishers | Graphic Designer

SEPT 2023 - FEB 2024, HAUPPAUGE, NY

- Created 12 or more book covers weekly for researchers and doctors. Collaborated with clients to design quality covers under strict rules and urgent deadlines.
- Managed internal and external printing and design schedules while understanding printing settings.

Bajibot Creative Agency | Design Assistant (Intern)

SEPT 2022 - DEC 2022, NEW YORK, NY (REMOTE)

- Designed social media posts, UI/UX, campaign ideation, logo design, deck design, and web design in direct collaboration with CEO and Creative Director.
- Led and assisted in web design for AT&T's Dream in Black campaign, web design proposals for Tattooed Chef, campaign ideation for Article Furniture, and assisted Bajibot AR projects and logos.

Off the Cuff Magazine | Art Director

SEPT 2022 - MAY 2023, BOSTON UNIVERSITY, MA

- Designed and critiqued spreads within my section according to established brand guidelines and strategy.
- Contributed and collaborated in weekly meetings to improve and unify magazine spreads.

Forge Design Studios | Graphic Design Intern

JUNE 2022 - AUG 2022, BOSTON UNIVERSITY, MA (REMOTE)

- Established brand identity for Algerian banking company, 0Cash, and created UI/UX wireframes, app design, and logo designs.
- Organized and collaborated during weekly workshops and client meetings to improve the company's ideal brand and message using user feedback.

SKILLS

- Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Figma, Asana, RoboFont, HTML & CSS, JavaScript, Slack
- Publication Design, Typography, Web Design, Branding, Email Marketing, Presentation Design, Book Binding, UI/UX, Creative Research, Printmaking, Public Speaking, Project Management, and Critique