

naomi noriega

GRAPHIC DESIGNER

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TECHNICAL SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Figma
Procreate
PowerPoint

DESIGN SKILLS

Brand Identity
Print Media
Social Media Content Creation
Package Design
Merchandising
Illustration

PROFESSIONAL SKILLS

Adaptability
Problem-Solving
Collaborative
Innovative
Resilient

AWARDS

Magna Cum Laude
Dean's List
Academic Honors

References available upon request

EDUCATION

BACHELOR OF FINE ARTS DEGREE IN GRAPHIC DESIGN

Savannah College of Art and Design | 2021 – 2025

EXPERIENCE

GRAPHIC DESIGNER

Freelance | Fall 2023 – Present

Working closely with clients to understand their vision, delivering designs that fit their brand, and managing projects independently to create visuals and build unique brand identities

TWELVE SOUTH

Digital Media Creator & Retail | Hartwell, Georgia | June 2022 – Present

- Building a cohesive brand, engaging followers, and driving product interest through strategic, visually appealing posts
- Greeting and engaging with customers, offering product recommendations based on customers' needs and preferences, and handling transactions

PROJECTS

SCAD SERVE X HOUSING UNITED

Subsidized Housing Rebrand | March 2025

- Collaborated directly with company founder to establish new brand identity and guidelines for Housing United, a subsidized housing organization
- Designed and launched new website aligning with rebranded vision, enhancing online presence and accessibility for community members
- Created cohesive social media strategy that successfully implemented new brand elements across all platforms, increasing engagement and organizational recognition

CRICKET TIMBERS RANCH

Brand Identity | May 2023

- Created full brand identity and consumer experience for a fictional dude ranch located in North Georgia
- Designed complete logo suite, guest welcome brochure, poster series, website landing page, and merchandise