

Andrea Aguayo

Graphic Designer

801.603.7980

andreaxdaguayo@gmail.com

American Fork, UT

Skills

Branding • Layout Design • UX Design
UI Design • Photography
Project Management • Social Media
Typography • Web Design
Power Point Development

Software

(Adobe Creative Suite) Photoshop
Illustrator Indesign • Adobe XD
Bridge • Acrobat Lightroom •
Powerpoint • Word • Brackets
Figma • ASANA • Monday

Education

Southern Utah University
BFA - Graphic Design (4.0)

Communication

Fluent in English & Spanish
Understand basic ASL

References

ROY CLARK

Senior Creative Director

480.262.3773

BOSTON BURT

Director of Communications

480.262.3773

HAYDEN COOMBS

Director of SUU News & Journal

503.779.8457

JEFF HANSON

Department Chair (SUU)

435.592.9521

Senior Designer | QSI Holding Company

September 2022 - March 2024

- Designed for +12 events, nationally and internationally, resulting in a 150% to 500% increase in engagement and sales each time
- Spearheaded the design and launch of the company website, collaborating with the in-house Development Team
- Maintained brand integrity across 5 international markets, ensuring consistency in designing various marketing materials

Graphic Designer | Rainbow Sign & Design Firm

May 2021 - August 2022

- Executed + 400 design projects for diverse clientele, ranging from local businesses to national brands. (HARMONS, PIGGLY WIGGLY, etc.)
- Presented design concepts to clients and often communicated between the client and our on-site engineers and production teams.

Marketing & Graphics Producer |

Professional Development & Community Engagement

September 2020 - June 2021

- Collaborated with the State of Utah to create crucial COVID-19 graphics across rural areas, playing a key role in public health communication efforts.
- Developed marketing materials for events and activities in the city, increasing community awareness and engagement.

Head of Design & Marketing | A.P.E.X Event Series

December 2019 - March 2021

- Created promotional materials for a campus-wide speaker series, developing visual brand identities for each speaker.
- Produced online ads and press releases to boost event visibility and interest, effectively reaching target audiences and generating a 30% boost in attendance.
- Managed marketing initiatives, including social media campaigns, driving increased participation and engagement.

Freelance | Additional Clients

Brigham Young University • AA Professional Photography • Tiki Shack
Thrive Aesthetics Independent Publisher • The Student Movement
Everlights • Stone Mountain Lighting • Gerald R. Sherratt Library