

# Mariana Quispe

GRAPHIC DESIGNER | DENTON, TX

Creative and detail-oriented Graphic Designer with 6+ years of experience in brand identity, packaging, and digital media. Proven ability to deliver cohesive branding strategies for startups and established businesses. Adept at collaborating with cross-functional teams to create visually compelling and effective designs. Passionate about continuous learning and staying updated with industry trends.

## Work Experience

### ETSY SHOP | SMALL BUSINESS OWNER

Hey Llama Design | 2020 - Present | USA

- Design stationery, birthday party invitations, posters, party favors and custom designs.
- Provide exceptional customer service by offering efficient and fast solutions to clients with 100+ positive reviews.

### FREELANCE DESIGNER

Vamos Expeditions | 2019- 2021 | PE

- Directed the visual identity redesign, producing a cohesive branding strategy that included 20+ digital assets, leading to an increase in brand recognition.
- Implemented color, typography and layout features to optimize elements for a series of digital corporate presentations.
- Collaborate the design of their website.

### CREATIVITY COORDINATOR

Peruvian Soul | 2015- 2020 | PE

- Completed a comprehensive rebrand of visual identity and business presentations.
- Created more than 25 touristic maps.
- Developed a Travel Kit for their customers that contained maps, brochures, travel guides, notebooks, pens and stickers all following their brand guidelines.
- Designed websites in collaboration with developers and UX experts.

### HEAD OF CREATIVE TEAM

Kero Exotic Fruits | 2015- 2016 | PE

- Designed and redesigned 8 new product labels.
- Designed a new product line of Tetra Pak packages.
- Developed corporate branding and performed pre-press work for labels and catalogs.
- Designed and executed visual concepts for merchandise.
- Created a range of social media graphics, including informative posts and infographics.

### JUNIOR GRAPHIC DESIGNER

Turse Sustainable Tourism | 2014- 2015 | PE

- Created touristic maps, tourist guides, infographics, catalogues, and brochures for clients such as PROMPERU (official entity promoting Peru as a tourist destination).
- Supervised large-scale printing of posters.
- Promoted within 6 months due to strong performance and organizational impact.
- Optimized artwork files for efficient print production.

## Contact

*call me* 682.234.1041

*write me* marianna.quispe@gmail.com

*Portfolio* www.marianaquispe.com

## Education

### BA in Graphic Design

Peruvian Institute of Art and Design  
2011- 2014

### Certificate in Interior Design

Toulouse Lautrec Institute  
2007 - 2009

## Skills

### DESIGN SKILLS

Brand identity, Branding guidelines, Logo design, Packaging, Merchandising, Poster, Infographic, Editorial, Social media grid design, Web design, Presentation design, Layout, Composition, Printing work.

### TECHNICAL SKILLS

Adobe Illustrator, Photoshop, InDesign, Adobe XD, Microsoft Word, Microsoft PowerPoint.

### SOFT SKILLS

Organized, Responsible, Fast learner, Attention to Detail, Problem solver, Positive, Adaptability, Teamwork, Time management.

## Languages

Spanish - Native

English - Fluent

## Workshops

### UX/UI Design basics

PachaQtec Institute | 2020 | PE

### Product Photography

Centro De La Imagen Institute | 2015 | PE