

# erika grijalva

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## experience

### **Principal** / Erika Grijalva Graphic Design

2010 - Current

Front-runner in product design strategy from product inception into effect / Devise attractive proposals to arrest client's interest and agreeably pursue a path of action / Develop WordPress websites ranging from corporate to small business providing clients with high visibility and traffic by means of organic SEO / Conceive identities and branding implementation for product, service and marketing through the production of collateral materials such as brochures, catalogs and billboards / Clients include; Bolsos Julia Solis, Alkilá, FreshBox, Sun City Kickball, Suit Your Suture, and Sun City Roller Girls /

### **Front End Web Designer** / Stanton Street Technology Group

2010

Originated basic and solid information architecture; guaranteeing that business goals met users needs / Identified and wireframe key interactions to facilitate users' goals / Conducted user interface design with careful attention to usability, affordances and learnability for optimal user experiences / Generated XHTML/CSS prototypes based on user interface design ensuring compliance across various platforms /

### **Art Director** / Minero Magazine, Student Publications at UTEP

2005 - 2008

Entrusted with conceiving the identity and layout of the magazine / Enhanced copy content with impressive presentation serving readers with visual aids through stories / Designed arresting covers for improved visibility on newsstands / Directed and motivated student designers through the production of visual assets / Coordinated photo shoots for feature profile stories; directing photographers to meet a consistent aesthetic/ Led the smooth operation of magazine production from creative concept and design to file output for printer and press checks /

### **Layout Manager & Senior Designer** / The Prospector, Student Publications at UTEP

2005 - 2008

Devised advertising campaigns for various clients with impressive results and continuous business / Presented a creative advertising layout for the weekly student newspaper, which was then adopted / Formulated creative solutions for printed materials in various university departments /

### **Graphic Designer** / Instructional Support Services at UTEP

2005 - 2009

Became proficient in visual design and XHTML/CSS templating for online courses / Conceived strategies for information design, planning, and visuals for educational projects to ensure student absorption / Implemented innovative design and animation of graphics for educational video projects / Originated video projects from pre-production to post-production in the spectrum of scripting, storyboarding, recording, and editing.

*"Erika was very professional, committed and creative in her work as the layout manager of the student newspaper and art director of our student magazine."*

*—Kathleen Flores, UTEP  
Student Publications Director*

## skills / virtues

- » Proficient in Adobe Illustrator, InDesign, Flash, Photoshop, and Dreamweaver
- » After Effects & Premier working knowledge
- » Proficient in Microsoft Office, Apple iWork & iLife.
- » Proficient in XHTML/CSS
- » Basic understanding of PHP & Java Script
- » Theme development & management of WordPress
- » Wireframes, UI prototypes, Sitemaps & UX
- » SEM and SEO knowledge
- » Bilingual, fluent in English and Spanish
- » Curious, critical thinker, analytical, resourceful, self-initiative, ethical, tenacious, organized, patient, willingness for improvement, solidarity, kind, & serviceable

## interests / activities

Information design / Infographics / Films / Motion graphics / Jewelry design / Furniture design / Cooking / Sewing / Triathlon /

## awards

- 2009** » **Silver ADDY**, Advertising Federation of El Paso, for erikagrijalva.com Self-Promotion Website
- 2007** » **Gold ADDY and Best of Show in Student Work**, Advertising Federation of El Paso, for ABBA Museum of God promotional packaging.
- » **Bronze ADDY**, Advertising Federation of El Paso, for Border Public Theater poster.
- » **First Place Best Display Ad Campaign** from College Newspaper Business and Advertising Managers for Miner Village ad campaign.
- » **Second Place for Overall Magazine Design** from the Texas Intercollegiate Press Association for the Fall 2006 Minero Magazine.
- 2006** » **Gold ADDY**, Advertising Federation of El Paso, for BossaMinyo stationery.
- » **Bronze ADDY**, Advertising Federation of El Paso, AM Cassandre in El Paso exhibition poster.
- » **Bronze ADDY**, Advertising Federation of El Paso, Ikko Tanaka in El Paso exhibition poster.
- » **Best Graphic Design**, UTEP Student Art Exhibition, Ikko Tanaka in El Paso exhibition poster.

## internship

**Graphic Design Intern** / Charley Inc • New York, NY  
Summer 2007

Designed display advertisement for placement on W magazine for jewelry designer Ecclissi / Designed weekly e-newsletters for various QVC brands / Redesigned Charley Inc portfolio to be a mix and match presentation which could be arranged to show work relevant to clients' industry /

## education

**Bachelor of Fine Arts in Graphic Design**  
Minor in Printmaking  
University of Texas, Spring 2009

*“Curiosity is something not taught in school and Erika has this attribute, which allows her to be constantly in search for solutions.”*

*— Claudia Rojas, ISS Multi-media Production Manager*

*“Graphic solutions presented by Erika were refreshingly different yet perfectly suitable for the clients to which they were provided.”*

*— Gabriel Acuña, Stanton Street, Account Manager*

*“Her attention to our needs and specifications was great... Her work was overwhelmingly accepted by all the members of our board and widely accepted by our target audience...”*

*— Nadia P. Morales, Sun City Kickball, Treasurer & Site Administrator*