

JOSMAR GUERRA



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EDUCATION

The University of Texas at Arlington

December 2022

- BFA Visual Communication Design
- Spanish Global Competence Minor

Collin Community College

May 2019

- Associates of Arts

ACHIEVEMENTS

American Advertising Awards (GOLD)

March 2023

Texas Association Schools of Art Artovation

May 2022

AIGA Counterspace Exhibition

March 2022

PROFESSIONAL EXPERIENCE

The Richards Group, Dallas, TX

Art Director Intern

Oct. 2023 - Feb. 2024

- Choctaw Casino & Resorts, America's Best Eyeglasses, ULINE, Bouncie, Grand Casino Hinkley and Dave's Killer Bread.
- Expanded Choctaw Casinos & Resorts apparel taste through designs that challenged fixed views.
- Presented innovative concepts to ULINE and Bouncie to improve visual storytelling, combining trends and technologies.
- Involved in every development stage of brand campaigns, guaranteeing prompt delivery of graphic assets.

BECKETT Collectibles, Plano, TX

Creative Marketing Manager

Jan. 2023 - June 2023

- Designed assets that resulted in a 150% rise in followers a 50% increase in click-throughs.
- Simultaneously managed social media campaigns that increased site traffic by 200%.
- Coordinated with internal and foreign creative teams for joint projects and promotions.

NBC Universal, Fort Worth, TX

Creative Designer

Sept. 2022 - March 2023

- Developed special initiatives for the Olympics, NFL Super Bowl, Grammy Awards, and FIFA World Cup.
- Created content for NBC and Telemundo's daily television shows.

KUFRI Textiles, Dallas, TX

In-House Design Intern

May 2022 - Aug. 2022

- Supervised photo shoots, produced look books and catalogs for upcoming seasons.
- Creative direction over marketing and advertising campaigns that enhanced sales and increased site traffic.

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom

Adobe XD

Figma

Blender 3D

Advertising

Photography

Bilingual (Spanish)

INTERESTS

Apparel Campaigns

Project Design

Brand Identity

Video Production

Product Photography

Brand Collaborations

Catalog Design

3D Rendering