

SR. GRAPHIC DESIGNER

GABY RIVAS

I'm a senior graphic designer with a decade of experience in managing the design process from conceptualization to project completion. I am highly skilled in Adobe Creative software (InDesign, Photoshop, Illustrator & more), web design and Microsoft Office. I will always be a driven creator – working under tight deadlines and providing high-quality graphics that promote the branding and message of the campaign.

EDUCATION

2009 – 2012
BACHELOR OF ARTS, DIGITAL MEDIA
UNIVERSITY OF DETROIT MERCY

ADOBE CC SKILLS

INDESIGN	<div style="width: 100%;"><div style="width: 100%;"></div></div>
ILLUSTRATOR	<div style="width: 100%;"><div style="width: 100%;"></div></div>
PHOTOSHOP	<div style="width: 100%;"><div style="width: 100%;"></div></div>
LIGHTROOM CLASSIC	<div style="width: 100%;"><div style="width: 100%;"></div></div>
PREMIERE PRO	<div style="width: 100%;"><div style="width: 100%;"></div></div>
AFTER EFFECTS	<div style="width: 100%;"><div style="width: 100%;"></div></div>
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LANGUAGES

ENGLISH NATIVE
SPANISH SECOND LANGUAGE

WHAT I DO

LOGO CREATION, LAYOUT, PRINT KNOWLEDGE, DIGITAL DESIGN, MARKETING AND BRANDING, COLOR THEORY, COMPOSITION, ILLUSTRATION, PHOTOGRAPHY/VIDEOGRAPHY, SOCIAL MEDIA, WEB DESIGN, TYPOGRAPHY, PHOTO/VIDEO EDITING

WORK EXPERIENCE

UNIVERSITY OF DETROIT MERCY
DETROIT, MI
11/2021 – PRESENT

SENIOR GRAPHIC DESIGNER

Maintaining the University's brand identity in all major marketing materials. Creating templates and supportive collateral pieces for the University's departments and colleges. Working closely with the MarCom team on the alumni magazine, Spiritus and other publications.

BY GABY (FREELANCE)
DETROIT, MI
05/2010 – PRESENT

FREELANCE ARTIST

Generating new ideas in creating designs, mood boards, logos, traditional print-advertising, and supportive photography and videography assignments while meeting client deadlines. Conducting research in the client's industry to better promote their brand.

CONSTRUCTION ASSOC. OF MI
BLOOMFIELD HILLS, MI
04/2016 – 06/2016

CONTRACT GRAPHIC DESIGNER

Three month contract position. Designing layouts for CAM's marketing materials and affiliated partners. Worked collaboratively with the team on the magazine and print production.

MMI DOOR
STERLING HEIGHTS, MI
10/2017 – 11/2021

GRAPHIC DESIGNER/MARKETING ASST.

Overseeing projects within the marketing team, as well as other departments, from conception to execution. In charge of creating presentation decks, online graphics, signage, promotional newsletters, including various marketing print collateral and sales materials of MMI products.

IGNITE SOCIAL MEDIA
BIRMINGHAM, MI
11/2016 – 08/2017

CONTENT PRODUCER/COMMUNITY MNGR.

Strategizing content creation per each client's social media calendar and guidelines. Lead Content Producer & Assistant Community Manager for Arrow Electronics.

Clients: Altar'd State, Arrow Electronics, Daisy, FoodMaxx, Go Red for Women, Lucky, Olay, Save Mart, Quill

DETROIT TRAINING CENTER
DETROIT, MI
04/2016 – 06/2016

MARKETING COORDINATOR

Developing marketing strategies and materials while serving as graphic designer and social media manager. Responsible for overseeing print production & website management.