

# Michelle Vega

Graphic Design

## CONTACT

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## EDUCATION

University of Nebraska Omaha  
Bachelor of Studio Art  
Concentration: Graphic Design  
May 2020 - May 2024

## SKILLS

Adobe Creative Suite  
Brand Identity  
Print/Digital Layout  
Multi-Channel Campaigns  
Typography and Hierarchy  
Social Media/Web Graphics  
Team Collaboration

## LANGUAGES

English - Fluent  
Spanish - Fluent

## PROFESSIONAL SUMMARY

- Creative designer and content strategist with a strong focus on social media storytelling, brand stewardship, and multi-channel content creation.
- Experienced in producing photo and graphic assets that build brand awareness, drive engagement, and support organizational goals.
- Collaborative, proactive, and highly organized, with a strategic eye for audience journey, visual consistency, and measurable impact.

## PROFESSIONAL EXPERIENCE

### Graphic Designer

Freelance, Apr 2025 - Present

- Developed **brand identities, social media graphics, and marketing assets** for small businesses across digital and print platforms.
- **Led end-to-end creative workflows**, ensuring visuals aligned with brand voice, audience needs, and strategic goals.
- Created **platform-optimized photo and graphic content** to support brand awareness and engagement.

### Executive Director of Creative Design

Lozafina, Aug 2024 - Apr 2025

- Led **social media content strategy and creative direction** across client accounts to drive brand differentiation and growth.
- Directed **photo, video, and graphic design production** for campaigns and digital platforms.
- **Increased brand visibility by 113.53%** through performance-driven content strategy and visual consistency.

### Senior Graphic Designer

Lozafina, Jan 2024 - Aug 2024

- Designed **social media visuals, infographics, and branded layouts** for digital campaigns and press materials.
- Refined **visual narratives** to enhance storytelling and emotional impact across platforms.
- **Increased social engagement by 55.8%** through consistent visual identity and platform-specific content.

### Sports Marketing Intern

Epic for Girls, Jan 2024 - Dec 2024

- Served as **Creative Lead** for the Girl Talk Sports Marketing & Communications Internship Program.
- Designed **promotional graphics and social media content** to increase audience reach and event visibility.
- Captured and edited **real-time photo and video content** for events and community programming.