



# CARINA SANTILLAN

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Portfolio: [www.carinasantillan.com](http://www.carinasantillan.com)

Creative and detail-oriented graphic designer with 3+ years of experience in design, advertising, and video editing. Passionate cartoonist and illustrator with expertise in creating compelling visual content for both digital and print platforms. Strong communicator, bilingual in Spanish and English, and committed to producing high-quality design work that aligns with client objectives and brand identity.

## SKILLS

- **Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, After Effects), Canva, Microsoft Office Suite (PowerPoint, Word, Excel)
- **Design:** Logo & Brand Design, Illustration, Layout Design, Video
- **Social Media:** Social Media Content Creation, Strategy, & Management (Instagram, Facebook)
- **Languages:** English and Spanish
- **Additional:** Video Editing, Event Design, QR Code Creation, Client Collaboration

## EXPERIENCE

### MARCH 2023 TO PRESENT

EYEDEA ADVERTISING & DESIGN STUDIO— STERLING, VA

JR. GRAPHIC DESIGNER

- Created content and managed social media accounts (Instagram, Facebook), maintaining brand consistency and identity.
- Designed a variety of promotional materials, including advertisements, posters, t-shirts, and social media graphics for multiple clients.
- Collaborated with clients to meet project specifications and ensure timely delivery.

### AUGUST 2024 TO PRESENT

THE ASSOCIATION FOR MANUFACTURING TECHNOLOGY – MCCLAIN, VA

GRAPHIC DESIGNER

- Developed visual content for print and digital marketing campaigns.
- Assisted in redesigning key communication materials and helped establish brand guidelines.

### **JUNE 2014 TO OCTOBER 2022**

PARLIAMENTS APARTMENTS – ANNANDALE, VA

SOCIAL MEDIA ADMINISTRATOR AND IN-HOUSE GRAPHIC DESIGNER

- Managed and maintained social media presence across platforms (Instagram, Facebook), increasing engagement and brand awareness.
- Designed promotional materials, including interactive flyers, videos, presentations, and event content.
- Created bilingual tutorial videos to promote the Rent-Café app, resulting in increased community engagement and user adoption within targeted demographics.

### **AUGUST 2019 – MAY 2020**

MURALS AT MASON (MURAL BRIGADE) – GEORGE MASON UNIVERSITY, FAIRFAX, VA

GRAPHIC DESIGN MEMBER

- Designed promotional materials for events (flyers, merchandise, and social media posts).

### **JUNE 2019 – SEPTEMBER 2019**

WASHINGTON'S PRINTMAKER'S GALLERY – GEORGETOWN, WASHINGTON, D.C.

GRAPHIC DESIGN INTERN

- Assisted with designing event materials such as catalogs, postcards, and banners using Photoshop and InDesign, contributing to visually engaging promotional content that enhanced event visibility.
- Collaborated with the gallery team to ensure accurate representation of artwork and event details, ensuring cohesive and effective communication.

### **EDUCATION:**

#### **GEORGE MASON UNIVERSITY**

Bachelor's in Arts and Visual Technology

Graphic Design with an Animation minor

G.P.A: 3.64

Dean's List

### **HONORS/AFFILIATIONS**

- Society of Children's Book Authors and Illustrators; member since 2022
- Tau Sigma Honor Society; member since December 2020
- Cum Laude Graduate; December 2020
- Phi Theta Kappa; member since 2017