



GGBARRIOS22@GMAIL.COM

PORTFOLIO

(850) 328-7108

GAINESVILLE, FL

GENESIS *B*ARRIOS

EXPERIENCE

➤ UF INFORMATION TECHNOLOGY | NOV. 2025-PRESENT

Graphic Design Specialist

Translate complex technical information into strategic, user-centered digital and print campaigns that improve clarity, accessibility, and campus-wide engagement.

➤ UNIVERSITY ATHLETIC ASSOCIATION | AUG. 2025-PRESENT

Gators Creative Graphic Design Intern

Conceptualize and execute high-impact digital, print, and merchandise graphics that elevate the Florida Gators brand and drive audience engagement in fast-paced athletic environments.

➤ UF DEAN OF STUDENTS OFFICE | AUG. 2024 - JUNE 2025

Graphic Designer

Produce multi-platform marketing collateral for five departments, strengthening brand consistency and advancing targeted outreach initiatives across diverse student audiences.

➤ FREELANCE | NOV. 2019 - PRESENT

Graphic Designer & Illustrator

Direct end-to-end client projects, delivering strategic branding, merchandise, and illustration solutions that align visual identity with measurable business goals.

PLATFORMS



AWARDS & RECOGNITION

- Dean's List, **University of Florida**
6 Semesters
- Benjamin A. Gilman International Scholarship, **U.S. Department of State**
May 2025
- Machen Florida Opportunity Scholar, **University of Florida**
March 2023 - Present

EDUCATION

BFA IN GRAPHIC DESIGN

Minor in Mass Communications & Public Relations

University of Florida / 2027

STUDY ABROAD, ITALY

Florence University of the Arts / July-Aug. 2025

EXTRACURRICULARS

➤ ROWDY MAGAZINE | SEPT. 2025-PRESENT

Layout Designer

Design publication-ready editorial layouts that transform written content into cohesive, visually compelling narratives through refined typography and structured hierarchy.

CERTIFICATIONS

- Creating Accessible PDFs | 2025
LinkedIn
- Marketing: Customer Segmentation | 2025
LinkedIn
- Hootsuite Platform Certification | 2025
Hootsuite
- Print & Digital Media Publication using
Adobe InDesign | 2022
Adobe Certified Professional