



CHARLENE ELVIR

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DESIGN EXPERIENCE

Web Assistant

University of North Florida | Jacksonville, FL | May 2024 - Present

- Redesigned the UNF College of Arts and Sciences homepage, enhancing functionality and establishing a cohesive visual identity across departments.
- Worked closely with web development team to create a website layout that adhered to coding parameters.
- Worked within ADA guidelines by adding alt text, ensuring color contrast, and setting up proper link names.
- Used a content management system to redesign homepages across departments and create new site pages.
- Conducted frequent testing on different devices, (desktop, mobile, and tablet) to ensure user experience remained consistent.
- Collaborated with a communications team to create additional branding materials, such as brochures and flyers that aligned with the brand identity.

Graphic Designer

Majestic Cleaning | Jacksonville, FL | July 2024

- Created brand identity and print applications for Jacksonville-based cleaning service.

Brand and Logo Developer

Computer Repairs and Services | Jacksonville, FL | Dec 2022 - Jan 2023

- Conceptualized and designed a logo and brand persona for local repair and service business.

WORK EXPERIENCE

Retail Sales Print Associate

Staples | Orange Park, FL | July 2021 - July 2022

- Managed print operations and production of projects such as flyers, banners, posters, brochures, business cards, and others.
- Reviewed and edited digital files to ensure they met production standards.
- Operated and maintained machines such as printers, laminators, and cutters.
- Maintained quality assurance with all completed projects.
- Assessed customers needs were met by recommending products and solutions

EDUCATION

BFA, Graphic Design and Digital Media

Minor in Marketing

University of North Florida

Involvement

Command+N Club: Social Media Manager

Portfolio Show Team: Web Designer

SKILLS

UX/UI Design

Web Design

Layout Design

Illustration

Digital Marketing

Print Design

Conceptual Development

Branding Design

SOFTWARE

Illustrator

InDesign

Photoshop

Figma

Cascade CMS

Procreate

AWARDS

Scholastics Arts and Writing Awards:

- 2020 Silver Key Portfolio Winner
- 2019 Silver National Medal Winner
- 2019 two time Gold Key Winner
- 2018 Gold Key Winner