

I'm **Ericka Veliz**, a visual and communications designer with a decade of experience working to remove barriers to information and uplift local narratives.

Experience

Light Matters Design Studio

September 2026 - Present

Founder

- Launched a design studio that offers consulting/services in brand, graphic design, photography, and editorial (print) work

Imperial Valley Equity & Justice

February 2024 - February 2026

Digital Organizer & Communications Strategist

- Built IVEJ's digital outreach to engage supporters, raise awareness, promote advocacy efforts, and uplift local stories through the use of narrative work & design justice
- Promoted IVEJ's campaigns and mission through social media, email, and other online platforms
- Led the redesign of ivequityjustice.org to clarify the mission and program areas; in turn, we started receiving thousands of dollars in organic monetary donations within a month after launching
- Designed a free 130-page social justice magazine in English and Spanish from concept to distribution that educated the community on Lithium Valley developments & potential impacts. Printed 10,000 units.
- Developed cohesive brand identity and style guide for email marketing, social media, events, and website platforms, ensuring unified organizational communication and brand adherence across all digital and physical channels
- Produced a wide range of marketing assets such as emails, blogs, videos, press releases, and newsletters communicating program updates

Fuzzy Pet Health

January 2021 - August 2022

Product Designer

- Designed privacy-first proprietary software with clinical workflows for veterinarians and their patients
- Maintained stakeholder alignment by working cross-functionally across marketing, product, and customer support
- Led design for the eCommerce team; designed for both digital and print

Azlo

February 2019 - December 2020

Product Designer

- Led the end-to-end design process for mobile, including user & product research, strategy, and interaction design
- Created presentation templates, socials assets, and printed event materials for Azlo University
- Collaborated with stakeholders to solve project requirements, timelines, and deliverables
- Designed across marketing lifecycle touch points in both digital and print

Education

University of California, Berkeley - Arts

Skills

Customer support, copywriting, graphic design, accessibility, social media & project management, fluent in Spanish

Software/Tools: Affinity, Asana, CapCut, Canva, Figma, Framer, Google Workspace, CRM, analytics, budgeting, Adobe Creative Suite, including: InDesign, Illustrator, Lightroom, Photoshop, Premier Pro