

# Valeria Romo Rivera

Graphic Designer  
& Illustrator



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## About

I'm a graphic designer who enjoys creating anything and everything. I think of myself as a generalist. I enjoy merging my creative writing background with my BFA to bring each project to life while infusing it with distinct ideas. I am excited to embark on my next venture, where I can unleash my boundless enthusiasm and continue to push the boundaries of design.

## Education

BFA, Graphic Design & Digital Media—  
Minor in Creative Writing  
University of North Florida, Jacksonville, FL

## Awards

IGA Portfolio Review Competition:  
Finished in 3rd Place

## Skills

- > Layout Design
- > Illustration
- > Print Design
- > Package Design
- > Animation
- > Typography
- > Web Desing
- > Social Media Marketing
- > UX/UI Prototyping
- > Photography

## Software

- > Adobe Creative Suite
- > Microsoft Office 365
- > Framer
- > Procreate
- > Figma
- > Photoshop
- > Canva

## Experience

**Instructional Designer Assistant**, University of North Florida, — Jacksonville, FL

June 2023–May 2024

A UNF branch designed to help instructors and create more accesible online courses and programs.

- > Designed a course program to build confidence and credibility between the courses and the students.
- > Contributed to the development of instructional materials, ensuring that they are aligned with learning objectives and successfully engage students for greater learning.
- > Created relevant multimedia graphics into course materials, such as illustrations, powerpoints, logos and videos, to improve engagement and to be inclusive of diverse learning modalities.
- > Assisted instructors in creating the most effective course layout for simple accessibility and learning, resulting in higher engagement.

**Designer** — Projecto Axe, — Salvador, Brazil

June 2021– July 2021

Non-profit after School program for underdeveloped areas in Brazil.

- > Created a promotional poster system to increase student enrollment.
- > Designed a social media campaign to persuade parents to enroll their children in the program.

**Style Consultant**, Target— Jacksonville, FL

Oct 2022–June 2023

Target is a retail corporation offering a range of products, including clothing, electronics, home goods, and groceries, known for its focus on style, quality, and customer service.

- > Assisted clients connect their clothing style with their personal brand or career ambitions.
- > Met guests' needs, maintain well-stocked and accurately priced sales floors with the right sizes, styles, and colors.
- > Designed merchandise collection layout to boost and provide the best layout to showcase all products.

**VALERIA  
DESIGNS**