

ANNETTE FUENTES

GRAPHIC DESIGNER

SKILLS

Print

Adobe Suite CC
Adobe Acrobat

Digital

Salesforce Marketing Cloud
Dreamweaver
HTML/CSS
Sharepoint
Wordpress/Drupal

Other

Mac OSX/Windows PC Literate
Microsoft Office Suite
Adobe Flash

APPLICATION SOFTWARE

InDesign	▾
Photoshop	▾
Illustrator	▾
Wordpress	▾
Drupal	▾
Premier Pro	▾

ADDRESS

3026 E Quartz St
Mesa, Az 85213

annette.fuentes@asu.edu | 480.567.8571

EDUCATION

Bachelor of Art, Art History
Arizona State University, Tempe AZ
March 2009

Associate of Applied Science, Graphic Design
The Art Institute of Phoenix, Phoenix AZ
December 2007

EXPERIENCE

Graphic Designer
Global Outreach & Extended Education, ASU, Tempe, AZ
January 2020–Present

- Designed marketing collateral supporting BUILD-IT ASU'S Vietnamese global initiative and event branding for annual event STEMCON taken place in Vietnam, including large-scale signage, id badges, social media awareness, certificates, event program booklet, pop-up banners, t-shirt giveaways
- Designed digital credential badges for Lean Six Sigma professional programs and its pertaining style guide and guidelines
- Created a template based library that includes powerpoint presentations, quarterly reports, one-pagers, playbooks, certificates and social media posts that are available to teams in both Vietnam and in Tempe

Interaction Designer
ASU Knowledge Enterprise Development, Tempe, AZ
January 2013–December 2019

Entrepreneurship + Innovation Group

- Design and conceptualize new logos and brand identities for new startup companies and co-working spaces including the Alexandria Network, Area 48 and Edson Student Entrepreneurs
- Redesigned the ASU Entrepreneurship + Innovation Group identity, logo design that met ASU standards, marketing collateral, responsive website design, digital and printed marketing files, internal startup support materials
- Created and managed photo library, photographed events held at ASU SkySong affiliated with the Entrepreneurship + Innovation Group and SkySong Meetings and Events team
- Coordinated with team members to organize event printed materials, including pop-up banners, photo-ops backdrops, name tags, giveaways, event programs and signage

ASU Skysong

- Worked with and supervised student designer on the new brand identity for ASU Skysong, including internal/external marketing print materials and digital marketing collateral
- Collaborated with the ASU Economic and Development department on designing print and digital multi-page brochures/booklets used for proposals, presentations and events including the annual Solar Summit
- Worked with ASU Meetings and Events team to create supporting digital and print packages for out of town visitors with local restaurants, hotels, city maps and sales sheets with rental information

ASU Knowledge and Enterprise Development

- Conceptualized and designed brand identities applied to marketing collateral for annual event, KEDtalks, staff events, annual conferences that include printed and digital materials such as pop-up banners, table signage, directional signage, name tags, programs, backdrops and giveaways
- Designed marketing collateral that included large scale signage, multi-page brochures, e-newsletter, e-vites, name tags, catalogs in print/electronic versions, t-shirt, giveaways, web banners and pop-up banners
- Designed and coded the OKED Staff and Research Matters E-Newsletters, the OKED quarterly bulletin, using Salesforce (CRM) platform for mass distribution and comprehensive data analysis
- Designed and advised clients such as ASU Decision Theater with the best approach to present marketing material and supporting graphics in Power Point, digital and web supported formats

ANNETTE FUENTES

GRAPHIC DESIGNER

Graphic Designer/Web Assitant

March 2011–January 2013

ARAMARK Higher Education, ASU, Tempe, AZ

- Designed, conceptualized logos, wall signage, posters and brand identities for new dining locations across all four ASU campuses
- Designed and printed menus for ASU Catering and dining halls, e-newsletters, posters and email marketing using an online marketing platform and services
- Redesigned and coded the Engrained Cafe sustainable restaurant responsive website, maintained website updates by generating and updating new graphics
- Designed student intern t-shirts, student giveaways, ARAMARK staff event e-vites and signage

Graphic Designer

January 2010–March 2011

Dash Designs, Tempe, AZ

- Designed a variety of marketing materials including sales sheets, direct mailers and product exhibit and trade show displays
- Print production, digital pre-press and file interchange procedures for different platforms
- Designed multi-page product catalog for current and new products that included photoshopped post-production
- Designed various product labels for print or for embroidering
- Photo post-production for products introduced on website catalog

FURTHER TRAINING

2015–2016 ASU Salesforce CRM Platform, *Tempe, AZ*

2014–2015 ASU Wordpress Backend Management, *Tempe, AZ*

2014 ASU Drupal Camp, *Tempe, AZ*

2014 Motion Graphics UX/UI, *Phoenix, AZ*

GRADUATE COURSES

TWC 501 - Fundamentals of Technical Communication

TWC 551 - Copyright/Intellectual Property/Electronic Age

TWC 535 - Global Issues in Technical Communication

TWC 514 - Visualizing Data & Information

TWC 511 - Principles of Visual Communication

GIT 596 - Special Topic: Interaction Design, Planning & Implementation

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