



LORENA CORONA

Graphic Designer



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619-513-9016



San Diego, CA.

PROFILE

I'm a reliable and well-organized designer and illustrator with an excellent eye for detail. My dedication to producing clean, functional, and visually engaging designs has shaped my career and my work reflects a commitment to following brand guidelines as well as delivering high-quality projects.

SKILLS

Illustration
Graphic Identity
Layout Design
Brand Design

Photoshop
Illustrator
InDesign
Canva

EDUCATION

The Art Institute of California - San Diego, CA.
Bachelor's Degree in Graphic Design | 2013-2016

FREELANCE EXPERIENCE

"Beauty for me" Cosmetic / Plastic Surgery | May 2023-Present

Creating sophisticated and visually distinctive designs, ensuring high-quality digital / print assets are delivered on schedule.

Deliverables: Logo design, promo ads, social media content, business cards, brochures, flyers and gift cards.

"Splendoll" Cosmetic Surgery | February 2021-Present

Building social media's presence with captivating digital content while incorporating any client's feedback effectively to meet project goals.

Event Stationery | January 2017-Present

Turning client's ideas into beautiful outcomes with custom aesthetic creations for events, ensuring attention to detail and design solutions.

Deliverables: Invitations, menus, signage & thank you tags.

WORK EXPERIENCE

Savi Customs Sportswear Sublimated Manufacturing - San Diego, CA. Graphic Designer / Production Artist | April 2018 - May 2023

- Produced outstanding design proofs for Mizuno Sportswear.
 - Managed color samples using the Pantone Matching System for precise production.
 - Collaborated with clients to incorporate graphic and color modifications for final approval.
- Conducted layout reviews to uphold design integrity and adherence to brand guidelines.
- Mentored new hires to learn the Art Production process.

Eco Chateau Wellness Spa - San Diego, CA. Graphic Design Intern | June 2017 - November 2017

Designed clean & elegant digital / print assets ensuring alignment with Eco Chateau's brand aesthetic. Deliverables: Ads, social media content, spa menus, flyers and event invitations.

AWARDS

25th Annual San Diego Jewish Film Festival.
Recognition of 1st. Place in Poster Contest | August, 2014