



MONICA ROMO

CONTACT

- (956) 693-3170
- monromodesigns@gmail.com
- www.monicaromodesigns.com
- @monicaromodesigns
- Austin, Texas

ABOUT ME

I'm a Graphic Designer from Laredo, Texas. When it comes to design, I value eye-catching typography, labels that display an authentic brand identity, and multipurpose design packages. I've been fortunate to work for businesses that helped shape me as a designer and prepared me to continue learning new skills.

EDUCATION

BFA In Communication Design And Ceramics
Texas State University, San Marcos, TX
Class of 2017 • Texas State GPA-3.13
Dean's List Spring 2016 - Spring 2017

LANGUAGES

Fluent in English and Spanish

EXPERIENCE



September 2023 - January 2024

CONTRACTED LEAD MARKETING GRAPHIC DESIGNER/CONTENT CREATOR/SOCIAL MEDIA MANAGER - LUCKY LAB COFFEE

Lucky Lab Coffee is a charming, dog-friendly local coffee shop. My role involved tracking engagement, strategizing outreach, and designing for various projects, including email, merchandise, signage, menu, labels, packaging, and web designs. As a Content Creator, I organized captivating shoots showcasing our drinks, food, community, and furry friends. As Social Media Manager, I curated content to reinforce Lucky Lab Coffee's brand and maintain an active online presence.



March 2023 - July 2023

GRAPHIC DESIGNER - KYLE BUNTING

Kyle Bunting is a luxurious rug company. I helped support the marketing team to successfully complete digital branding projects including: website updates, digital ads, lookbooks, social media and email. I was also in charge of creating packaging and label designs to help display samples of our rugs for the sales team.



October 2020 - March 2023

GRAPHIC DESIGNER - HUMANN

HumanN is the #1 Doctor recommended Beet Brand for heart health. I designed digital promotional materials, email newsletters, inserts, infographics, merchandise, social media ads and product images for Amazon. I also assist our marketing team with photo and videography shoots to help maintain our brand identity.



October 2017- August 2020

GRAPHIC DESIGNER - COMMUNITY IMPACT NEWSPAPER

I was in charge of laying out and designing a monthly newspaper ranging from 28-36 pages for New Braunfels, working with reporters and editors to create sharp infographics with clean typography that tell a story, designing advertisements for various clients, and creating graphics that translate to virtual platforms.



July - October 2017

CONTRACTED FREELANCE GRAPHIC DESIGNER - ASHLEY'S FURNITURE INDUSTRIES

I designed promotional flyers, newspaper ads logos, billboards and digital billboards.



May - August 2016 • May - September 2017

GRAPHIC DESIGN INTERN - SCHLITTERBAHN WATERPARK HQ

I helped design business cards, signs, flyers, logos, etc. I would be asked with assisting in the sign shop, preparing substrates for signage, trimming, and more.

SKILLS

- Photoshop
- Illustrator
- Indesign
- After Effects
- XD
- Premiere
- Typography
- Marketing Design
- Branding Design
- Web Design
- Photography
- Packaging Design
- Toast
- Mailchimp
- Wordpress
- Squarespace
- UX/UI Design
- Basic HTML/CSS

REFERENCES

- Renee Combs**
Creative Director at
Epic Western Cocktail Co.
Cell: 512-924-9265
- Travis Rose**
Marketing Director at
Kyle Bunting
Cell: 760-401-3450
- Brittney Rodriguez**
COO of Greater Austin Hispanic
Chamber of Commerce
Cell: 512-577-1089