



MONICA ROMO

### Contact

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- 📍 Austin, Texas

### Education

BFA In Communication Design And Ceramics  
 Texas State University, San Marcos, TX  
 Class of 2017 • Texas State GPA-3.53  
 Dean's List Spring 2016 - Spring 2017

### Skills

- Photoshop
- Branding
- Canva
- Illustrator
- Amazon
- Figma
- Indesign
- Listing Design
- Keynote
- After Effects
- Photography
- Wordpress
- XD
- Packaging
- Squarespace
- Premiere
- AI Imagery
- UX/UI Design
- Typography
- Web Design
- Basic HTML/CSS
- Marketing
- Sketch

### References

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|--|---|
| <b>Dylan Grams</b><br>Content Manager at<br>Upper Echelon Products<br>Cell: 774-258-0870 | <b>Renee Combs</b><br>Creative Director<br>Cell: 512-924-9265             |
| <b>Presli Kruger</b><br>Copy Writer at<br>Upper Echelon Products<br>Cell: 979-900-8301   | <b>Katie Lowell</b><br>Art Director at<br>Metramodo<br>Cell: 920-988-5253 |

### Languages

Fluent in English and Spanish

## EXPERIENCE

### UEP

2025 - 2026

#### Senior Graphic Designer - Upper Echelon Products

UEP is a consumer goods company that sells products through Amazon, Walmart, and other retail channels. I designed Amazon and Walmart listing assets, including main images, secondary images, and A+ content to improve visibility and conversions. I also created packaging and retail materials like labels, inserts, hangtags, and stickers while maintaining brand consistency and working with product and operations teams to bring new products from concept to production.



2024 - 2025

#### Contracted Graphic Designer - Initium Health

Initium Health supports health care and wellness companies with their marketing needs. My role includes creating and refining websites, logos, social media content, press kits, emails, newsletters, posters, etc., ensuring designs stay on-brand and visually engaging.



2024

#### Graphic Designer - Metramodo

Metramodo is a luxury custom locker manufacturing business where I created graphics for social media, web layouts, emails, and case studies showcasing smart locker styles, materials, sizes, locations, and customizations. Metramodo collaborated with five distinguished companies, and I oversaw marketing support across them, working with different branding guidelines and adapting my design approach to keep the work creative.



2024

#### Freelance Graphic Designer - Four Visions

Four Visions specializes in ethical sourcing of hapé. I created brochures, social media posts, and promotional materials that effectively communicated their recipes, spiritual guidance, and products.



2024

#### Freelance Graphic Designer - Greater Austin Hispanic Chamber of Commerce

I worked with clients to create a new logo for The Harrison Room Celebration Hall, a western-themed venue, and designed an event flyer for their annual "Chili, Cars, and Cocktails" event. I also helped GAHCC create a new business logo.



2023 - 2024

#### Contracted Lead Marketing Graphic Designer | Content Creator | Social Media Manager - Lucky Lab Coffee

LL Coffee is a charming, dog-friendly local coffee shop. My responsibilities included tracking engagement, strategizing outreach, and designing for various projects such as email, merchandise, signage, and web designs. I also organized photo shoots and curated content to maintain an active online presence that reinforced LL Coffee's brand.



2023

#### Contracted Graphic Designer - Kyle Bunting

I supported Kyle Bunting, a luxury rug company, in completing digital branding projects like website updates, digital ads, lookbooks, social media, and emails. I also designed packaging and labels for rug samples for the sales team.



2020 - 2023

#### Graphic Designer - HumanN

HumanN, the top doctor-recommended beet brand for heart health, had me design digital promos, email newsletters, inserts, infographics, merchandise, social media ads, and Amazon product images. I also assisted the marketing team with photo and video shoots to maintain our brand identity.



2017- 2020

#### Graphic Designer - Community Impact Newspaper

I designed a 28-36 page monthly newspaper for New Braunfels, collaborating with reporters and editors on infographics and typography, creating client ads, and producing graphics for virtual platforms.



2017

#### Contracted Graphic Designer - Ashley S Furniture Industries

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



2016- 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.