





Yolanda
SALINAS

SENIOR GRAPHIC DESIGNER

 312 965 5515

 ysalinas529@gmail.com

 www.yolandasalinas.com

EXPERIENCE

Graphic Design Specialist | Mayer Brown | Nov 2019—present

Design and production management of print and digital projects in compliance with the firm's branding standards, used in internal and external communication. Projects include, but are not limited to, brochures, pitches and proposals, social media graphics, e-newsletters, advertisements, posters, environmental signage, invitations, evites, powerpoint presentations, videos and website graphics. Project management; photography and photo production; quality control of projects; vendor communication of print deliverables.

Freelance Senior Designer | Jan 2018—present

CLIENTS | RDX Solutions, Inc.; Spears Bourbon, Burgers, and Beer; Berwyn Running Club

Brand identity and visual design of logos, sell sheets, websites, business cards, trade show banners, restaurant menus, and promotional products. Marketing strategy; project management; budget planning; photo and pre-press production; vendor communication.

Senior Design Lead | Quaracore | Oct 2017—Feb 2018

Design implementation and production management of literature and promotional products for clients such as for-profit child care providers and publishing companies. Project management; print vendor and client communication; management of design team.

Senior Designer | PureEdge Lighting | Apr 2017—Jul 2017

Implementation and positioning of company branding standards into print and digital deliverables including product spec sheets, advertisements, email blasts, and business cards. Project management; budget planning; print vendor and client communication; management of marketing team.

Senior Designer | Brandenburg Industrial Service Company | Jul 2007—Apr 2017

Product and visual design, art direction, and project management of print and digital deliverables from concept to completion; marketing strategy; advertising; environmental design; photo and pre-press production; budget planning; client and vendor communication; management of visual content for social media platforms.

Graphic Designer/Marketing Administrator | Brandenburg Industrial Service Company | Feb 2002—Jul 2007

Design and implementation of brand identity; design and production management of company literature for print and digital deliverables. Event coordination and management of company events, trade shows, conferences, and promotional products. Served as the digital photographer to document demolition job sites nationwide, used in corporate materials. Management of the photo library.

EDUCATION

Bachelor of Fine Arts, Graphic Design | University of Illinois at Chicago

SKILLS

Visual Design; Brand/Corporate Identity; Print and Digital Deliverables; Social Media; Advertising; Environmental Signage; Marketing Strategy; Product Design, Promotional Products; Project Management; Photography; Pre-press Production; Vendor/Client Communications; Budget Planning; In-house Designer Experience; Design Lead; Team Collaboration; Strong Communication/Organizational Skills

SOFTWARE COMPATIBILITY

Adobe Creative Cloud; Microsoft Word, Excel, PowerPoint, Outlook; Wibbitz; Ceros; Google Drive; Mac and PC Platforms