

CYNTHIA RIVERA

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EDUCATION

The New School, Parsons School of Design, NY

Spring 2018

Associate's Degree in Graphic Design

St. Francis College, NY

Fall 2014

Bachelor's Degree in Communication Arts with a concentration in Advertising

SKILLS

Customer service, Organization, Time management, Multi-tasking, Detail oriented, Photoshop, Illustrator, Indesign, Premiere Pro, After Effects, Filming and photography using an Iphone.

AWARDS

Emerging Student Leader Award

Recognition Day Award

ORGANIZATIONS

The National Honors Society of Leadership and Success

LANGUAGES

English

EXPERIENCE

Flowcode

Contract Graphic Design, March 2021 - September 2021

- Taking design projects from creative brief to completion.
- Making email templates, landing pages, facebook ads and layouts
- Discuss creative thinking with client, making necessary revisions.
- Creating compelling work for campaigns.

Shapiro MD

Contract Graphic Design, March 2021 - September 2021

- Creating content experiences centered within the DTC world.
- Pitching creative solutions in response to marketing strategies
- Deliver high quality work in tight schedules.

Ampush

Contract Graphic Designer, March 2020 - March 2021

- Experienced in DTC digital marketing using data-driven design.
- Designing ad creatives to optimize onsite user experience to improving post-click engagement.
- Collaborating with external partner creative teams to integrate direct response marketing to successfully drive acquisition via social media.
- Providing new ideas while following the brand guidelines.

Clients Include:

Loot Crate, Starz, Hubble, Casper, Glossier, Cuts, Tovola, Found, Blenders, Shapiro MD, Flowcode