

# LIZETH TORRES

## ABOUT ME

Hi, I am Lizeth, a creative Graphic Designer passionate about illustration, branding, editorial design, and visual storytelling across print and digital forms. I love working, learning from others, and creating eye-catching designs and marketing materials that elevate brand engagement while managing multiple projects efficiently.

## EDUCATION

2014 - 2017

Houston Community College

(AAS) Digital Communications specializing in web publishing

2011 - 2015

Foundation University of Bogota Jorge Tadeo Lozano

(BFA) Graphic Design

## TRAINING & CERTIFICATION

March - May - 2024

**Creative Advertising Course (Certification) – ELVTR | Online**

Completed training in creative advertising led by Yi Ma (Creative Director, Leo Burnett) and Ryan Brown (Senior Copywriter, Leo Burnett). Learned how to develop an advertising campaign from concept to execution, with a focus on storytelling, strategy, and creative collaboration.

**Google UX/UI Design Course - Ongoing**

Currently learning skills in user experience and user interface design through Google's comprehensive course.

**Illustration Courses - Domestika - Ongoing**

Children's Illustration Course - I am enrolled in a course that focuses on illustrating a classic story using various techniques.

**Digital Illustration Course - Ongoing**

Currently mastering Adobe Illustrator techniques while developing a personal illustration project inspired by a meaningful TV series.

## SKILLS

**Software:** Adobe After Effects, Adobe Dreamweaver, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Premiere Pro, Autodesk Maya, Canva.

**Design:** Branding and Identity, Color theory, Creative Advertising, Editorial, Illustration, Photo Editing, Typography.

**Web Design:** CSS, HTML, Joomla, JQuery, JavaScript.

## ORGANIZATIONS

October 2021 - Present

**Brand Builders Alliance - Founding Member**

Actively learning about business in design and branding through live recordings, events, and workshops, while contributing to build a creative business community.

## LANGUAGES

Spanish: Fluent (native speaker).

**Portfolio** <https://www.redmuse.org>

**Phone** 832-833-5078

**Email** [imagethred@gmail.com](mailto:imagethred@gmail.com)

## WORK EXPERIENCE

**Nonprofit Colectiva Feminista Colibri - Houston, TX**

**Volunteer - Freelance Graphic Designer**

January 2020 - Present

Designed illustrations and marketing materials centered around reproductive rights, gender equality, and social justice using both traditional and digital techniques | Currently working with the colectiva team to release a monthly digital newsletter using Mailchimp.

**University of Houston, Enrollment Services Marketing - Houston, TX**

**Contractor Graphic Designer**

April 2024 - December 2024

Designed and produced print and digital collateral including postcards, web banners, and signage | Collaborated with senior graphic designer and project managers to maintain university brand consistency and meet deadlines.

**University of Houston, Law Center - Houston, TX**

**Contract Graphic Designer**

October 2021 - December 2021

Created designs such as infographics, postcards and invitations using Adobe InDesign, Photoshop and Illustrator ensuring university brand consistency | Worked with the marketing manager and the entire team to execute projects efficiently and meet deadlines.

**University of Houston, M.D. Anderson Library - Houston, TX**

**Contract Graphic Designer**

September 2019 - October 2019

Collaborated with the director of communications to lead a full visual redesign of the university's donor newsletter | Used Adobe InDesign and a modular grid system to balance typography, imagery, color, and white space, enhancing both visual hierarchy and readability. The result was a more visually appealing layout that fostered a deeper connection with donors.

**Houston Community College System - Houston, TX**

**Graphic Designer**

October 2018 - February 2020

Designed marketing campaigns and multimedia collateral to boost enrollment and event attendance | Used Adobe InDesign, Illustrator, Photoshop, and Premiere to create brochures, posters, banners, and videos tailored to target audiences | Ensured brand consistency and quality, collaborating with the Director of Communications to develop digital ads for The Impact Newspaper, enhancing the college's digital presence.

**Auravox - Houston, TX**

**Contract Web Designer**

October 2017 - November 2017

Monitored updates for the back-end design and debug code of different websites maintaining client's specifications using HTML, CSS, and web content management systems | Responsible for creating and delivering price quotes based on a project's needs | Liaised with project manager, owner of the company and clients to ensure that tasks were completed on time.

**The Graphic Shop - Houston, TX**

**Web & Graphic Design Intern**

January 2017 - May 2017

Updated the Digital Communication Faculty website at Houston Community College by retouching photos and creating templates for student work in Photoshop, and kept PDFs current with faculty and schedule info using Acrobat | Collaborated with a web developer on site updates and installed a Joomla-based booking plugin for a client.