





# Maria Roche

Graphic Designer

## Contact info

 (555) 555-5555

 mariaroche@gmail.com

 Austin, TX

## Education

- **Bachelor of Fine Arts in Graphic Design** 2009 - 2013  
University of Texas at Austin

## Skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign)	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Branding and identity design	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Digital and print media	<div style="width: 100%;"><div style="width: 100%;"></div></div>
UI/UX design principles	<div style="width: 100%;"><div style="width: 100%;"></div></div>
Project management	<div style="width: 100%;"><div style="width: 100%;"></div></div>

## Links

Portfolio: [www.mariaroche.com](http://www.mariaroche.com)

## Awards

- ★ Austin Creative Summit Award (2024): Recognized for excellence in branding and graphic design for local businesses.
- ★ Best UI/UX Design at the Texas Digital Innovation Conference (2022) for app design for TechNode Solutions.

## Professional summary

Creative and detail-oriented graphic designer with over 12 years of experience delivering compelling visual designs for clients across various industries. Skilled in branding, digital marketing design, and UI/UX projects. Adept at managing multiple projects and meeting tight deadlines.

## Experience

- **Freelance Graphic Designer** January 2015 - Now  
**Self-Employed, Austin, TX**
  - Design and implement branding strategies for over 50 small to mid-size businesses, including logos, style guides, and marketing collateral.
  - Collaborate with Austin-based startup *BrightLeaf Marketing* to create engaging website and social media assets, increasing online engagement by 35%.
  - Produce user-friendly mobile app wireframes for *TechNode Solutions* that improved customer retention by 20%.
- **Graphic Designer** June 2013 - December 2014  
**GreenBridge Creative Agency, Austin, TX**
  - Led design projects for local clients such as - *Hill Country Naturals* and *Central Coffee Roasters* - , including print and digital advertisements.
  - Developed design mockups for websites and marketing campaigns, ensuring alignment with client branding goals.
  - Awarded "Employee of the Month" twice for innovative designs that exceeded client expectations.