



## Alicia E. Benitez

Graphic Designer

## Contact

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## Expertise

### Professional

Time Management

Communication

Adaptability

Teamwork

Attention to Detail

### Technical

Illustrator

Photoshop

InDesign

After Effects

Adobe XD

Premiere Pro

## Awards

### x4 Gold Awards

AAF District 14, 2023

### x6 Gold Awards

AAF Fresno, 2023

### Best in Show – Student

AAF District 14, 2023

## References

Available Upon Request

## About

I am a graphic designer born and raised in the Central Valley of California, dedicated to crafting compelling designs that effectively communicate the client's vision. I strive to bring ideas to life through innovative design solutions. Additionally, I am passionate about equitable graphic design, understanding that inclusive and accessible visual communication has the power to inspire positive change.

## Experience

### Butler Branding

Graphic Designer (November 2023 – Present)

Works on a wide array of production and fulfillment tasks for both print and digital media. Gaining significant experience in developing brand identities, aiding mission-driven brands to stand out.

### Fresno Chaffee Zoo

Multimedia Designer (October 2023 – January 2024)

Crafted print and digital materials for both routine operations and special events, contributing to the zoo's conservation efforts and educational outreach.

### Shehadey Family Foods

Graphic Design Intern (July 2023 – October 2023)

Undertook various design projects and packaging assignments for local dairy brands under the Shehadey Family Foods umbrella: Berkeley Farms, Model Dairy, Producers Dairy, and Umpqua Dairy.

### Student Health and Counseling Center

Graphic Designer (July 2022 – July 2023)

Designed projects for healthcare professionals, educators, and fellow student workers. Made both print and digital media to educate and promote the health and well-being of Fresno State students.

### Department of Art, Design, and Art History

Graphic Design Intern (January 2022 – September 2022)

Worked remotely under Assistant Professor Dr. Ahran Koo at Fresno State. Collaborated on a variety of projects, ranging from Zoom backgrounds to flyers for speaker series.

### Alicia Elaine

Graphic Designer (March 2019 – Present)

Independent designer with various clients. Proficient in Adobe Illustrator, Photoshop, and InDesign, and a novice photographer.

## Education

### California State University, Fresno

Fall 2018 – Spring 2023

Graduated with a BFA in Graphic Design. Acted as the President of the Graphic Design Club from 2022–2023, and Treasurer the year prior.

### Farmersville High School

Fall 2014 – Spring 2018

Graduated with certifications in Agriculture Science and Graphic Design. Key Club President (2017–2018).