

Andrea Orduna

GRAPHIC DESIGNER

Denver, CO. 80221

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ABOUT

Passionate graphic designer with expertise in brand identity and delivering compelling print and digital designs. Known for creating high-quality work that aligns with client goals while fostering collaboration. Since 2017, I've been **designing to innovate**, consistently pushing creative boundaries and elevating brand identities.

LEADERSHIP EXPERIENCE

The x-height Networking Group
Co-Founder & Contributing Designer

Denver, CO
May 2022 – June 2023

- **Launched** a design networking group, growing membership to 30+ professionals within the first year.
- **Optimized and maintained** a Wix website, enhancing user experience and increasing event registrations by 40% through intuitive navigation and design.
- **Created engaging** social media graphics that increased outreach and audience engagement by over 30% within the first 4 months.

DZGN Studio
Intern: Creative Director & Contributing Designer

Denver, CO
August 2021 – May 2022

- **Led a team** of 8 creatives to develop and deliver cohesive digital and print projects, ensuring all final products aligned with client goals and target audiences.
- **Facilitated brainstorming sessions and resolved project obstacles** through critical thinking, improving workflow efficiency and team collaboration.
- **Presented** project updates to executive leadership, proposing actionable solutions that streamlined processes and enhanced deliverable quality.

WORK EXPERIENCE

The Core Collaborative | Mimi and Todd Press
Graphic Designer

Palm Springs, California
December 2022 – February 2024

- **Developed and implemented comprehensive branding guidelines** to ensure consistency across digital and print materials, contributing to a 15% increase in campaign engagement.
- **Designed and produced over 50 branded assets**, including social media graphics, banners, and marketing collateral, enhancing the organization's visual identity and audience reach.
- **Collaborated with cross-functional teams to reinforce brand consistency**, delivering unified and visually compelling designs that aligned with organizational goals.
- **Streamlined the production pipeline for marketing materials**, ensuring timely delivery and adherence to brand standards, resulting in a 98% on-time completion rate.

Minuteman Press
Contract Graphic Designer

Denver, CO
September 2024 – November 2024

- **Designed** print-ready brochures, flyers, and business cards, ensuring 100% client satisfaction by meeting branding standards and tight deadlines.
- **Reviewed and proofed** over 50 designs per week to ensure accuracy, brand consistency, and quality, resulting in a high approval rate.

- **Managed** 7+ client projects simultaneously, consistently meeting deadlines and exceeding expectations, achieving a 95% client satisfaction rate.
- **Assisted** senior designers in preparing print materials and began learning print machine operations, contributing to efficient production workflows and maintaining quality standards.

J.C.5 Transportation

Denver, CO

Executive Assistant

February 2024 – August 2024

- **Conducted in-depth research** to identify the best areas for investment in a new business, providing data-driven insights that guided strategic financial decisions.
- **Streamlined communication** by drafting professional memos and emails for internal teams.
- **Compiled and analyzed budget data** to provide actionable insights, supporting strategic financial planning and guiding future investment decisions.

The One Group

Denver, CO

Call Center Agent

December 2021 – May 2022

- **Assisted** 100+ customers daily with reservations and inquiries, achieving a 97% customer satisfaction rating through effective problem-solving.
- **Streamlined** payment processes, maintaining 100% confidentiality and error-free transactions.
- **Enhanced** call resolution efficiency by actively listening to customer concerns and delivering tailored solutions, reducing wait times and increasing satisfaction.

SKILLS

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Acrobat, XD), Wix, Word press, Microsoft Office, Google Suite

Design Expertise: Branding, Print Layout Design, Typography, Graphic Communication, Social Media Content Creation, Creative Direction

Professional Competencies: Bilingual (Spanish/English), Creative Problem-Solving, Time Management, Collaboration, Organization, Process Improvement, Client Relations, Team Leadership

EDUCATION

Community College of Denver

Associates of Applied Science in Graphic Design