



Bereniz is a Houston-born, Mexican American multidisciplinary graphic designer with a strong focus on motion graphics, brand identity, packaging design, product placement, and social media content. Her work emphasizes expressive typography and experimental design, pushing contemporary creative boundaries while maintaining clarity and strategy. She is committed to inclusive, expressive design solutions that authentically connect brands with diverse audiences.

## Bereniz Velazquez

### Graphic Designer

832.909.8716

bereniz.design@gmail.com

berenizvelazquez.com

## Experience

### Sunny Sky Products | 2024 – Present

#### *Graphic Designer*

- Designed packaging and visual identities for new product launches with global brands including *Jolly Rancher, Hershey's, Trolli, Pepsi, AriZona, 7-Eleven, Sour Patch Kids, Almond Joy, Reese's, and* leading beverage brands.
- Created and strategized social media assets across all product platforms.
- Led product photography and videography direction, ensuring consistent brand look and feel.
- Designed branded merchandise and visuals for trade shows and events.
- Researched and implemented AI tools to improve creative workflows and marketing efficiency.

### Freelance | 2023 – Present

#### *Graphic Designer & Art Director*

### Versa Creative | 2023 – 2024

#### *Graphic Designer*

- Directed and produced brand-driven video content from storyboard through final delivery to increase brand awareness.
- Developed brand identities, including custom lettermarks and cohesive visual systems.
- Trained and onboarded team members in person and virtually on creative tools and brand standards.
- Delegated and managed tasks for large-scale projects, consistently meeting tight deadlines.
- Designed and animated social media content, digital ads, email campaigns, and print assets.

#### *Graphic Design Intern (2021 – 2023)*

### Kathrine G. McGovern College of the Arts | 2021 – 2023

#### *Class Vice President*

- Branding Art Director for senior exhibition.
- Collaborated with president and officers on class projects.
- Filled president's spot in their absence.
- Guided classmates through Junior and Senior Graphic Design programs.

### Creation Station | 2020 – 2021

#### *Junior Graphic Designer*

## Education

### **University of Houston**

BFA in Graphic Design | May 2023

### **University of Houston**

Minor in Advertising | 2023

Minor in Marketing & Entrepreneurship | 2023

### **University of Houston Downtown**

Associates Degree | 2017

## Skills

### **Adobe Creative Suite**

Illustrator | InDesign | AfterEffects  
| Photoshop | PremierPro | XD

### **AI Generation Tools**

Midjourney | ChatGPT | Gemini

### **Microsoft Office Suite**

Word | PowerPoint | Excel | Outlook

### **Languages**

English | Spanish

## Involvement & Exhibitions

### **FUSE Exhibition** | 2023

### **AIGA Member** | 2023

### **National Society of Leadership & Success Member** | 2019 – 2021

### **Blaffer Museum Exhibition** | 2023

## Awards | Recognition

### **University of Houston**

ACUI Steal this Idea (1<sup>st</sup> Place) | 2019 – 2020

### **University of Houston**

Honors: Dean's List | 2017 – 2023

### **AAOT (Aspiring Artists from Texas)**

Graphic Design Featured Article | 2020

### **AEFH Scholorship Winner (2023) & Award Recipient**

### **AIGA**

Campaign Design Featured in (Get out the Vote) Campaign.

### **Rain Garden Campaign (Trickle Down)**

Trickle Down was selected in the final round amongst eight groups to move on to city-wide execution.

## References & Portfolio upon Request