



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

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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 (1st Place) | 2019 - 2020

University of Houston

Honors: Dean's List | 2017 - 2023

AAOT (Aspiring Artists from Texas)

Graphic Design Featured Article | 2020

AEFH Scholarship Winner (2023)

& Award Recipient

AIGA

Campaign Design Featured in

(Get out the Vote) Campaign.

Rain Garden Campaign (Trickle Down)

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

References & Portfolio upon Request