



Bereniz is a Houston-born/raised Mexican American multidisciplinary graphic designer whose process includes expressive typography and experimental design. Through these mediums, She pushes boundaries and standards of design today. She believes design should be an inclusive and expressive design for every client.

Bereniz Velazquez

Graphic & Motion Designer

832.909.8716

bereniz.design@gmail.com

berenizvelazquez.com

Experience

Sunny Sky Products | 2024 - Present

Graphic Designer

- Designed Packaging and visual identity for new launching products
- Strategized and designed social media assest for all product platforms
- Lead videography and photography look and feel for all products
- Created visual merchandise for tradeshow
- Curated motion graphics
- Experimented and researched AI to better assist and utilize it in the growth of the company/marketing team

Versa Creative | 2023 - 2024

Graphic Designer

- Direct and produce videos to build brand awareness from storyboard to final
- Develop brand identities with custom letter marks and visual language
- Train employees in-person and virtually
- Delegate tasks for big projects in order to meet tight deadlines
- Design and animate social media content, advertisements, e-blast, and printed assets

Graphic Design Intern (2021 - 2023)

- Handles 8-10 projects daily, and delivers efficiently.
- Cononults with clientele about suitable graphic design options based on their overall goals.
- Designs motion graphics, brand identity, and more for various companies.

Kathrine G. McGovern College of the Arts | 2021 - 2023

Class Vice President

- Branding Art Director for senior exhibition.
- Work closely with president and other officers, with planning, organizing, and overseeing class projects.
- Exercises the powers and duties of the president, in the gbsence of the president.
- Support, and lead classmates through Junior and Senior Graphic Design program.

Creation Station | 2020 - 2021

Junior Graphic Designer

- Trained new graphic design hires, managed projects for all of the departments at the University of Houston.
- Assured project deadlines were met, attended meetings, guaranteed the department was in accordance.
- Handled 2-4 projects daily, and delivered efficiently.
- Installed/designed Vinyl, Signage & more for the University of Houston.

References & Portfolio upon Request

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

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

Shoutout Htx. Magazine

Creative, Business Women & Entrepreneur
Featured Article | 2022

Voyage Magazine

Creative, Business Women & Entrepreneur
Featured Article | 2022

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.