



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

References

Daniela Rains

Creative Director

drains@versacreative.com

Kellie Harvell

Head of Marketing

Kellie@redswan.io

Carlie Cox

Brand Manager

ccox@sunnyskyproducts.com

Ashley Villalta

Art Director

ashvillalta@gmail.com

Experience

Sunny Sky Products | 2024 - Present

Graphic Designer

- Designed packaging, visual identities, and launch creative for major consumer brands including *Jolly Rancher*, *Hershey's*, *Trolli*, *AriZona*, *7-Eleven*, and more leading beverage brands.
- Led creative strategy and social media design across multiple brands and developed digital campaigns.
- Spearheaded multiple brand rebrands from concept to execution.
- Partnered with Marketing, Sales, and leadership to develop sales presentations, trade show materials and more.
- Led creative workshops and training sessions for Marketing and Sales teams, helping teams better leverage creative resources.
- Researched and implemented AI-powered creative tools and workflows to improve production efficiency while managing a high volume of projects across all design.

Freelance | 2023 - Present

Graphic Designer & Art Director

RedSwan | 2025 - 2026

Graphic Designer (Freelance)

- Managed multiple projects in a fast-paced freelance environment, delivering strategic creative solutions across social, web, presentations, branding, and marketing under tight deadlines.

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

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 | Kling | Firefly | Open AI

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

Hermes Creative Awards - Gold

AI-Generated Social Content

Hermes Creative Awards - Platinum

Packaging/Label Design

Rain Garden Campaign (Trickle Down)

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