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

References

Daniela Rains
Creative Director
drains@versacreative.com

Isabel Atherton
VP of Marketing

Carlie Cox
Brand Manager
ccox@sunnyskyproducts.com

Ashley Villalta
Art Director
ashvillalta@gmail.com

Experience

Yes& | 2026 - Present

Designer

Contribute to the development of creative concepts, brand identities, marketing campaigns, digital and print design solutions for a diverse range of clients.

Sunny Sky Products | 2024 - 2026

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.

Freelance | 2023 - Present

Graphic Designer & Art Director

- Partner with businesses across various industries, including law firms, insurance companies, real estate, restaurants, skincare, food & beverage, and more, providing comprehensive creative and marketing solutions. Providing end-to-end creative support, combining strategic thinking, design execution, and project management to help businesses build stronger, more consistent brands.

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.
- 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)

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 | Claude | 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 Exhibtion | 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 Scholorship Winner (2023) & Award Recipient

Hermes Creative Awards - Gold
AI-Generated Social Content

Hermes Creative Awards - Platinum
Packaging/Label Design

Rain Garden Campaign (Trickle Down)
Trickel Down was selected in the final round amongst eight groups to move on to city-wide execution.