



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

## Bereniz Velazquez

### Graphic & Motion Designer

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## Experience

### Versa Creative | 2023 - Present

#### 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.
- Consults with clientele about suitable graphic design options based on their overall goals.
- Designs motion graphics, brand identity, and more for various companies.

### Small Studio | 2020 - Present

#### Creative Director

- Suggests/Consults with clientele about suitable design options based on their overall marketing goals.
- Handles 2-4 projects monthly with swift turn around rate.

### U of H Graphic Design Block Program | 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 absence 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.

### No Excuses Foundation | 2021 - 2022

#### Graphic Design Intern

- Designed all marketing/social media assets which were required daily, along with merchandise design.
- Attended meetings to converse marketing, and projects for reassurance of deadlines being finalized.

## 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 (1<sup>st</sup> 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 Designer Featured Article | 2020

### AEFH Scholarship 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