

ePeña

Contact Erin Peña
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Experience **Rigaku Corporation | September 2018 – Present**

Graphic Artist | *March 2020–Present*

Junior Graphic Artist | *February 2019– March 2020*

Graphic Artist Intern | *September 2018– February 2019*

- Work cross-functionally with sales, marketing, and global company divisions to execute branding and collateral for product launches, trade shows, and marketing campaigns.
- Enhance brand awareness by integrating and unifying corporate identity into both print and digital campaigns including assets such as booths, brochures, pull-up banners, flyers, application notes, posters, ads, and web graphics.
- Target customer retention throughout collateral such as ads, flyers, and application notes.
- Lead redesign, administration, and statistic reporting of customer-facing company newsletters distributed to 2,300+ customers monthly.
- Work collaboratively in the creation of internal design system through creating icons, video tutorials, and populating and managing a company-wide digital asset management system.

Freelance Designer | 2014 – 2018

Vyze, 2016 – 2018 | Designed invitations, kiosk, and case studies

KEDT PBS, 2015 | Designed logo for Annual Auction Solicitation 2015

Schull Piano, 2014 | Designed and printed invites, posters, and programs for local recital.

KEDT PBS | May 2014 & 2016

Auction Pick Up & Pay Data Entry Clerk | *May 2016 – June 2016*

Auction Production Staging Assistant | *May 2014*

- Worked seasonally during the network's annual auction performing duties in product staging, inventory, and data entry.

Education **BFA in Communication Design**
Texas State University | 2014 – 2018

Certifications Photoshop
Word
PowerPoint
Excel
Access

Skills InDesign
Illustrator
Acrobat
HTML/CSS
Branding
Typography