



MIRIAM CASTILLO

Graphic Designer & Illustrator

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Creative graphic designer with 10+ years of experience. Looking to provide high-quality design with versatile branding and illustration skills. Created a city-wide campaign for San Francisco and helped YWCA El Paso raise the most money to date with various branding campaigns over the years.



EXPERIENCE

Graphic Designer • Nov 2022 - Present

American Cancer Society, Remote, USA

- Design for the largest cancer non-profit in the world
- Make sure everything designed is to brand standards
- Work with a large team of in-house graphic designers, art directors, and project managers

Graphic Designer • Apr 2018 - Nov 2022

YWCA El Paso Del Norte Region, El Paso, TX

- In charge of all daily design for the largest YWCA in the nation
- Creating fundraising branding campaigns that contributed to the first-ever positive earnings in 2019
- Have developed 100+ graphic design projects (catalogs, brochures, billboards, web, illustrations, etc.)
- Continually commended on the efficiency of work output in a fast-paced environment
- Reducing printing costs by more than 20% by effectively obtaining and managing best vendor bids
- Collaborating across departments consisting of 400+ employees, 16 admins, and 33 board members

Graphic Designer • Nov 2017 - Apr 2018

G&A Print and Label, El Paso, TX

- Used Adobe Creative Cloud in daily production
- Frequently integrated, graphic, typographic, and industry-standardized elements for print across platforms
- Mediated with vendors + management to get best pricing on outsourced print jobs reducing costs by 10%+
- Was the sole graphic designer and creative director within a team of 15 people
- Assisted with digital print production work effectively saving the company \$30k

Graphic Designer • Mar 2015 - Mar 2016

AlphaGraphics, El Paso, TX

- Created and improved on 100+ designs for several clients to get them ready for print
- Commended on more than 10x occasions for efficiency
- Assisted with customer service and interpersonal relations

Graphic Designer, Creative Director • Nov 2012 - Present

Freelancer, El Paso, TX

- Created a city-wide public awareness campaign for the city of San Francisco
- Collaboration on a book jacket layout for an author named Forbes "Top Female Futurist"
- Designed logo for an award-winning veterinary clinic in El Paso



EDUCATION

Bachelor of Fine Arts (B.F.A.) - Graphic Design • Aug 2009 - Aug 2013

University of Texas at El Paso, El Paso, TX



SKILLS

Adobe Creative Suite, Advertising, Brand Design, Brand Guidelines, Brand Identity, Campaigns, Corporate Identity, Digital Design, Email Blasts, Graphic Design, Illustration, Interactive Design, Marketing, Presentations, Print Design, Print Production, Procreate, Social Media Marketing, Spanish (Fluent), Squarespace, Visual Communication, Web Design, WordPress



VOLUNTEER

Assistant • January 2019

YWCA Imagine Health: Race Against Racism 2019

- Welcomed race participants at the check-in station
- Helped with setup and cleanup at the end of the event
- Assisted staff with distributing awards and other materials

Graphic Designer • Aug 2014

Margarita Cabrera for Uplift

- Provided graphic design services for a community public art project commissioned by the City of El Paso.