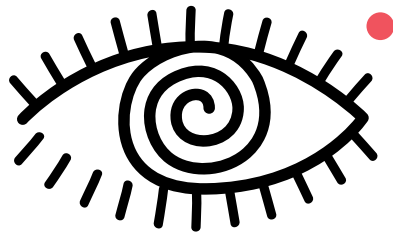


HELLO THERE,  
I'AM LIZ



SAY HEY!

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[www.lizbethrochaz.com](http://www.lizbethrochaz.com)

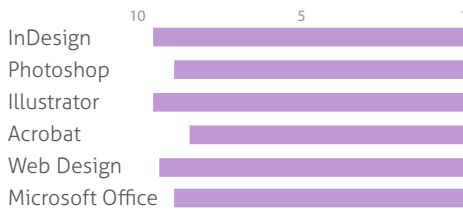
## About Me

I am a graphic designer, creative being, problem solver, hard-working, multi-tasker, collaborator and true to my passion for design.

I am drawn to challenging opportunities, work well under pressure, and always proficient at building and maintaining project schedules. I help teams produce their deliverables on time and budget.

My personality traits include being responsible, adaptable, and reliable.

## Skills



100% Bilingual in SPANISH and ENGLISH

## Education

SDSU Open University  
2019 Marketing Certification

San Diego State University  
2012 - 2014 (B.A.), Graphic Design

Stockholm University  
2013 SDSU Study Abroad Program

## Awards

Healthcare Advertising Awards June 2018  
Silver - HealthStar Logo Design

Aster Award May 2018  
Bronze - HealthStar Logo Design

Hermes Awards May 2016  
Honorable Mention - HealthStar Logo

SF International Wine Competition  
2015, 2016, 2018  
Double Gold Medal Label Design Series

## Experience

Genomic Life: Production Artist / Graphic Designer, Jan 2021 - June 2021

- Branded over 100 documents to their new logo and styleguide
- Translated over 30 documents to spanish
- Daily production tasks; mostly within Acrobat and Indesign
- Created flyers and internal documents for the sales and marketing team daily requests

401(k) Marketing: Lead Graphic Designer, June 2019 - March 2020

- Designed internal brand print and digital marketing materials
- Create brand style guidelines for current and new clients.
- Designed templates for all quarterly digital and print materials per client

CPC Strategy: Freelance Graphic Designer, Jan 2018 - Dec 2018

- Created internal branded print materials for the sales team.
- Design and prep digital files for clients Amazon online stores

Rocha Trucking & Parking: Freelance Graphic Designer, 2018 - Present

- Social Media Management
- Logo and brand identity
- Web design and maintenance
- Print and digital materials

American Specialty Health: Production Artist, Aug 2015 - Oct 2018

- Worked on all digital and print designs for all five sister companies
- Created templates in CRM software programs (Click Dimensions and HubSpot) for quarterly mass email newsletters
- Developed two logomarks: Healthstar! (medicare program) and 30th Anniversary logo used for the yearly conferences
- Worked closely with the traffic manager and writers to support internal marketing and print production goals.
- Responsible for print production process for high end clients: ExxonMobil and Exxelon

Viñas de la ERRE, Freelance Graphic Designer (2013 - Present)

- Logo and brand identity
- 8 Award winning wine label designs
- Manage all print production and digital promotional materials
- Web page design and maintenance
- Manage marketing strategies through social media platforms

InfoSonics: Verykool Mobile, Graphic Designer I (Dec 2014 - June 2015)

- Internal print and digital materials
- Collaborated with their Latin American offices for daily designs tasks
- Translated over 15 product guides for cell phone models

Alternative Strategies Graphic Design Intern (6 months, 2014)

Hollis Brand Culture Graphic Design Intern (6 months, 2014)