

# Daniela León

Graphic Designer

[danielalaleon.com](http://danielalaleon.com)

[danielalaleon@gmail.com](mailto:danielalaleon@gmail.com)

904.993.9574

## Education

### University of Houston

Bachelor of Fine Arts degree in Graphic Design | 2020

## Skills

### Design

Editorial design, environmental & exhibition design, identity & branding systems, illustration, packaging, print production, research & concept development, and web design.

### Digital

AfterEffects, Audition, Adobe Illustrator, InDesign, HTML5/CSS3, Lightroom, Photoshop, Premiere, XD CC, Microsoft Office.

### Additional

Bookbinding, cyanotype, darkroom developing, digital & film photography, lasercutting, risograph printing.

Fluent in Spanish. Proficient in French.

## Experience

### Norton Creative

Junior Graphic Designer | 2020–Present

Collaborate in

### University of Houston-Kathrine G. McGovern College of the Arts

Graphic Design Intern | 2020

Developed a new brand identity for the School of Arts and its centers that would be applied to social media, wayfinding and stationery.

### University of Houston-Campus Recreation & Wellness Center

Graphic Design Intern | 2019–2020

Designed digital and print products utilizing school branding to promote events, programs and classes available in the facility.

### Vans

Sales Associate | 2018

Assisted customers in the selection of specific merchandise and process the transactions.

### The YMCA Of Greater Houston

Camp Counselor | 2015 & 2016

Collaborated with a team of counselors to coordinate and complete assigned tasks.

## Exhibitions & Publications

### FLUX, UH Graphic Design Student Exhibition

Ecclesia, Houston, TX | 2019

### Bring Your Own Beamer Exhibition

The Menil Collection, Houston, TX | 2019

### Lack Of Color: A Black and White Photo Exhibit (JURIED)

Insomnia Gallery, Houston, TX | 2019

### OpenDonut Zine

Houston, TX | 2018

### Biannual Art Show

Blaffer Art Museum, Houston, TX | 2018

### Soapbox Art Show (JURIED)

Silver Street Studios, Houston, TX | 2018

### Red Block Bash

Blaffer Art Museum, Houston, TX | 2016

## Affiliations

### AIGA, The Professional Association for Design

Contributor Member

### GDSA, Graphic Design Student Association

Member

### UHGAP, University of Houston Graphic Alumni Partnership

Member



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**May 8, 2020**

To whom it may concern,

My name is Daniela Leon, a recent graduate from the University of Houston's graphic design program. I saw online that the company is hiring a graphic designer; I believe I am good fit for the position.

As a student, I worked in the marketing department at the UH recreation center, where my role as a graphic designer was to establish an identity system and create collateral based on it. Besides this, other projects that have involved branding and print are ones that I particularly enjoy because of the creative process. Shared Vision's campaigns reflect a collaborative and creative environment that would help me grow and earn experience in web and print design.

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