



LEILANI ROMERO



PORTFOLIO
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RESUME

EDUCATION

George Mason University

Fairfax, VA | 2013 - 2018

Major: Graphic Design | Minor: Art History

New Horizons Regional Education Center

Hampton, VA | 2011-2013

NACTI Certification:

Electronics and Robotics/Fiber Optics

SKILLS

BILINGUAL

Fluent in both English & Spanish

GRAPHIC DESIGN

Adobe programs: Photoshop, InDesign, Illustrator, After Effects. Experience in Public Relations, Artistic background/hand-made capabilities, Web Design and UX/UI knowledge.

TECHNOLOGICAL

Auto-CAD design, Autodesk Inventor, Microsoft programs; Powerpoint, Word, Excel, Outlook

PHOTOGRAPHY

Skilled in both digital and film.

Canon and Sony.

WORK EXPREIENCE

Proposal Resource Group

Contractor / Design Consultant

2017 - present

As a consultant, I design infographics, charts, icons, along with other systems for official proposal documents. These projects may also include delicate procedures such as proposal covers and spine design for official binders. Aside from designing PRG's products, I also design company materials for PRG and branding.

SourceAmerica

Business Development Intern

2015 - 2017

Intern projects include, but are not limited to, working with Customer Relationship Management, SharePoint/DMACS, and putting together official company power point presentations for the SourceAmerica Sales department using Graphic Design skills. I worked diligently with the National Sales Team across the country, and acquired communication and team skills alongside project management skills. I successfully accomplished long-term projects such as file migration, research, and pipeline clean up. I participated and attended a 16-hour formal Project Management training. I had the opportunity to design graphics for a government proposal, with my team.

Service First Insurance

Graphic Designer/Marketing

2015 - present

www.servicefirstins.com

Responsible for creating and managing all social media accounts, website/content design, graphic visuals, and official marketing for SFI. I designed entire re-brand for agency including new website, mascot, brochure, referrals packet, thank you cards, and all other official marketing materials.

Al-Mutanabbi Street Starts Here DC

Graphic Design Intern

2015 - 2016

OSCAR program intern for festival.

Designed materials for events, assumed intern responsibilities for ongoing events including preparations for gallery openings and street festival, wrote article publication for magazine Witness & Memory, and took photographs of event happenings such as print workshops and the festival.



WWW.LEILANIROMERO.COM/PORTFOLIO

ETHICS

Hello! I'm Leilani. I am a hard worker, always ready for a new project. I specialize in design, photography, and custom analog projects. I am a strong believer in consistency. I am disciplined, self driven, and give great care to quality. I am detailed oriented, and always a team player. I work well with other creatives and am always open to new ideas.



1 BRAND MARKS

All brand marks were created by hand,
then constructed using Adobe Illustrator.

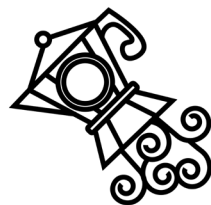
Logos:

Ground Control Coffee

Swiftly Sporting Goods

Früh Hahn Cafe

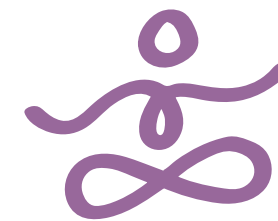
Rekelae Active Wear



GROUND CONTROL COFFEE



SWIFTLY SPORTING GOODS

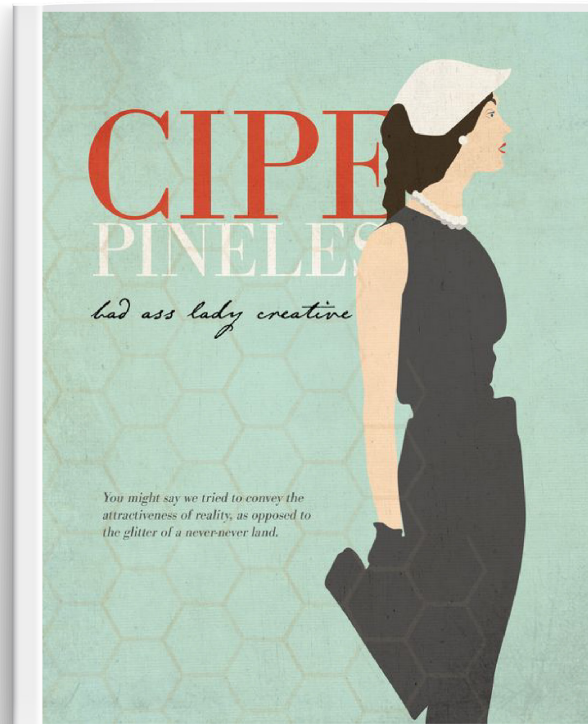


RÉKÈLÆ
ACTIVE WEAR

2 PRINT AND EDITORIAL

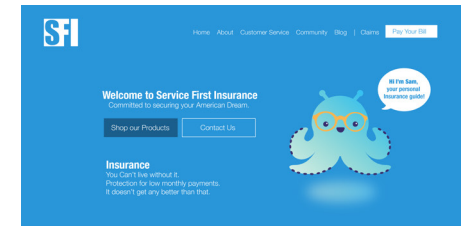
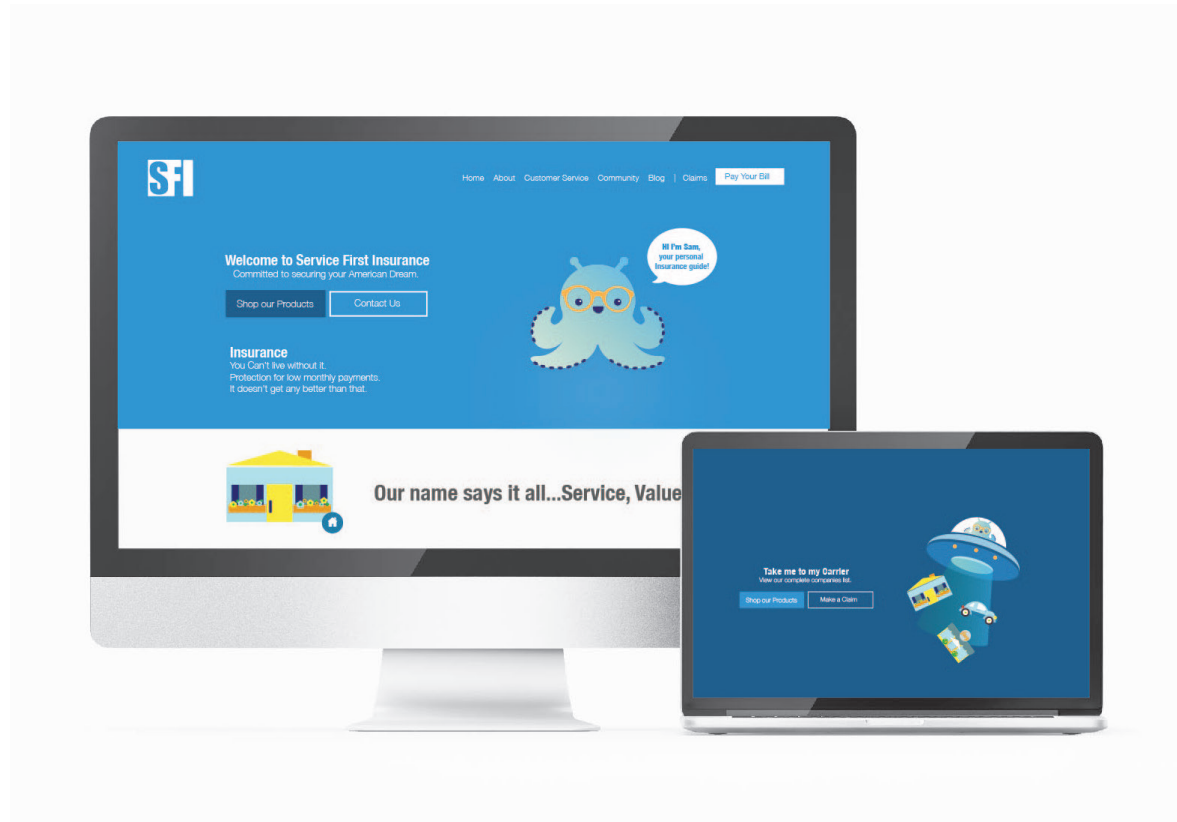
These Editorials were created using InDesign. These projects relied on strong subject matter and the use of creative hierarchy.

Editorial:
Cipe Pineles Book Cover
E Magazine



3 IDENTITY SUITE

Working with Service First Insurance I had the opportunity to recreate their website, brand, and maskot. These designs were created in Adobe Illustrator. The suite included both web and mobile UX, along with a primary logo and maskot.



Our name says it all...Service, Value, and choice!



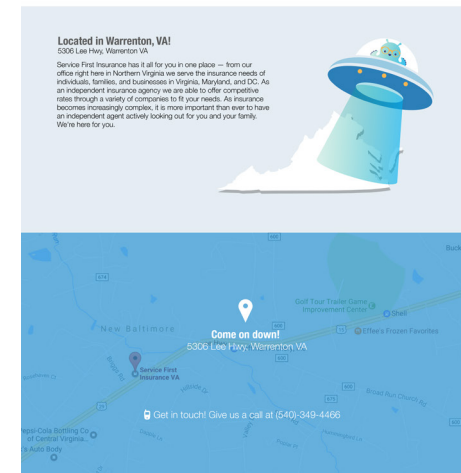
Home
Homeowner insurance protects your home and personal belongings against a loss due to fire, wind/hail, theft plus many other risks. Liability protection is included to protect you and your family if someone is accidentally injured or property is damaged. Customize your homeowner policy with Service First Insurance to meet your needs.



Auto
Your car is an important part of your daily life, so you need insurance that can keep up with your needs. Listed are the basic descriptions of just some of the coverage available to you on your vehicle.



Business
A Business Owners policy offers broad insurance coverage for small businesses (fewer than 100 employees and less than \$5 million annual sales). A BOP policy can provide your business with property insurance, liability insurance, crime coverage and much more. There are BOP policies for a variety of small businesses, Restaurants, Retail Stores, Offices, Lessor's Risk, Apartments, Technology Offices, Manufactures, Wholesalers and more.



4 ANALOG DESIGN

These projects were designed through analog styles. I illustrated the lettermarks and objects by hand, then transferred them into illustrator and photoshop to implement them into the larger design.

Analog Designs:
 Dirty Little Dancers Record Cover
 Puerto Rico Infographic



5 PHOTOGRAPHY

These photographs were taken on the island of Puerto Rico. Both images were captured using a full frame and 50mm lens.





GET IN TOUCH!
WWW.LEILANIROMERO.COM

 [@leilaniromeroart](https://www.instagram.com/leilaniromeroart)

 hello@leilaniromero.com

 www.linkedin.com/in/leilaniromero