

# EDNA RAMIREZ

GRAPHIC DESIGNER & ILLUSTRATOR



## PROFILE

Graphic Designer & Illustrator with experience creating compelling visual content across print, digital, and packaging design. Skilled in developing digital assets, branding, marketing collateral, social media graphics, web visuals, advertisements, illustrations, and infographics. Proficient in Adobe Creative Suite (InDesign, Photoshop, Illustrator) and adaptable to new tools as media evolves.

Collaborative in brainstorming and concepting with brand strategists and copywriters to develop creative client campaigns. Experienced in articulating and defending creative vision and working with internal teams. Adept in revision management, file organization, and ensuring smooth hand-offs to printers and clients. Known for attention to detail, organizational skills, and a passion for continual growth through feedback. Solution agnostic and flexible across all media, bringing enthusiasm and a proactive approach to every project.

## SKILLS

### DESIGN & BRANDING

Branding & Identity  
Packaging Design  
Marketing Collateral  
Label & Pattern Design  
Illustration & Visual Design  
Custom Digital Illustrations  
Vector Art & Iconography  
Hand-Drawn & Mixed-Media Artwork

### PRINT & PRODUCTION

Print Production & Quality Control  
Cardboard Display Design & Production  
Magazine Design

### SOFTWARE PROFICIENCY

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop  
Microsoft Office Suite (Word, Excel, PowerPoint, etc.)  
PC & Mac OS

## EDUCATION

### B.F.A. GRAPHIC DESIGN & ILLUSTRATION

Art Institute of Atlanta

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## EXPERIENCE

### SENIOR DESIGNER/PACKAGE DESIGNER OLÉ MEXICAN FOODS INC. 2022-PRESENT

- Designed and created digital and print marketing collateral for internal projects, retail stores, foodservice businesses, websites, social media, email campaigns, and other digital platforms.
- Collaborated with design and marketing teams, coordinating with print vendors to refine packaging specifications, review proofs, and ensure production quality.
- Ensured packaging designs accurately reflected the company's brand and values.
- Collaborated with graphic designers and copywriters to finalize packaging text and graphics.
- Developed packaging mock-ups by selecting functional design concepts and refining them using computer modeling software.

### GRAPHIC DESIGNER/ILLUSTRATOR GOURMET FOODS INTERNATIONAL 2018-2022

- Developed digital and print marketing collateral for internal projects, retail stores, and foodservice businesses.
- Created engaging content for company websites, Amazon listings, and eCommerce platforms.
- Designed labels and packaging for new brands and product line extensions.
- Created B2B and B2C designs to effectively reach diverse audiences.
- Designed email campaigns and collaborated with marketing teams on brand strategy, including designs for food shows and events.
- Edited visual content and photos to ensure quality and consistency.

### MANAGER/SENIOR DESIGNER EAST ATLANTA CENTER 2015-2018

- Managed project workflows to meet deadlines and deliver high-quality results.
- Delegated tasks to design team members, providing guidance on all aspects of each project.
- Supervised the review of all graphic materials to ensure design quality and accuracy.
- Worked closely with print production teams to ensure quality control of print materials.
- Designed various marketing collateral while coordinating project details through phone calls, emails, and in-person meetings.