

Yazmine Vargas Root

www.taru.design

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Experience

LANDSCAPE FORMS | JUNE 2022–NOV 2023

Graphic Designer

- Collaborated with the Marketing and Design team
- Designed many marketing materials such as, print ads, digital ads, email campaigns, social media campaigns, and other small internal projects
- Designed many large scale projects such as trade show booths & walls
- Maintained brand image

MATCHACITA | MAY 2023–NOV 2023

Brand Designer & Owner

- Worked on company brand design and marketing/promotional materials
- Managed vendor stall at the local farmers market
- Actively stayed engaged with the community

WMU DESIGN CENTER | SEPT 2021–APR 2022

Graphic Design Intern

- Collaborated with other graphic design interns for client projects and also worked independently for clients
- Worked on a variety of projects for many non-profits ranging from animation to book design to brand design

Education & Certifications

WESTERN MICHIGAN UNIVERSITY | 2018–2022

BFA in Graphic Design

Frostic School of Art, Dean's List 2020–2021

UI/UX FOR GAMING | 2023

UI & UX Certification

ELVTR

Exhibitions

ASLA, Landscape Forms, American Society of Landscape Architecture | 2022 & 2023

Phases, Senior Design BFA Graphic Design Exhibition, DeVries Art Gallery, WMU | 2022

Latinx Student Art Show Showcase, Frostic School of Art RCVA Gallery, WMU | 2022

Skills

Adobe Illustrator

Adobe InDesign

Adobe Photoshop

Adobe After Effect

Figma

Microsoft Office

Monday.com & Jira

Layout Design

Marketing & Digital Design

UI / UX Design

Photo Retouching

Brand Design

Typography

Print Design

Problem-Solving

Collaboration

Customer Service

Leadership

Communication

Bilingual (Spanish & English)