



**CHABELA FUENTES**

## TECHNICAL SKILLS

Adobe Creative Suite  
Graphic Design  
2D Motion Graphics  
Photography  
Videography  
Illustration  
Social Media Creative  
Wordpress  
Microsoft 365  
Google Suite

## RECOGNITIONS

**Out of Ink Senior  
Design Exhibition**  
Illinois State University  
2019

**Stephanie Amster  
Design Award**  
Illinois State University  
2019

**Wonsook Kim Art Award**  
Illinois State University  
2018

## REFERENCES

Available Upon Request

**THANK YOU!**

## EDUCATION

**Bachelor of Art in Graphic Design**  
*Illinois State University | 2020*

**Associate of Art**  
*Illinois Valley Community College | 2017*

## WORK EXPERIENCE

### Multimedia Designer

*EMPIST | August 2021 - Current*

- Incorporated custom 2D motion graphics into design & video marketing assets for B2B & B2C campaigns
- Developed video marketing strategies that aligned closely with EMPIST's overall marketing strategy
- Directed, filmed, & edited video projects for YouTube, Instagram, Facebook, LinkedIn, & TikTok
- Directly increased conversions & impacted lead generation with engaging video ads via Instagram Reels & TikTok
- Provided strategic direction for the videographer on EMPIST long-form videos
- Maintained client satisfaction with high-quality design & video assets for varied marketing campaigns

### Graphic Designer

*EMPIST | August 2020 - August 2021*

- Created design assets including email, social ads & graphics, billboards, web banners, search ads, & more for both the EMPIST brand & external clients
- Elevated digital brand presence by incorporating current design trends into brand guidelines
- Strategized independently & collaboratively on a wide array of campaigns with distinctive goals
- Conceptualized the EMPIST client appreciation gift box, including the design of packaging & promotional items

### Graphic Designer | Photographer | Videographer

*Illinois State University Campus Recreation | April 2018 - December 2019*

- Created a range of promotional materials for print, digital, & social media platforms
- Photographed events & edited photos for a variety of promotional uses
- Directed & edited the Campus Recreation video series & commercials
- Worked alongside Marketing Assistants to craft targeted social media content
- Trained new designers & oversaw the quality of their work
- Worked closely with the Assistant Director in the development of marketing strategies for the department

### Multimedia Designer

*Freelance | January 2011 - Current*

- Built & designed personal portfolio website in wordpress
- Designed various promotional material (posters, apparel, event invitations, etc.)
- Photographed portraiture & event sessions
- Collaborated with colleague to film, direct, & edit a wedding video series
- Illustrated & designed logos systems for clients

## CONTACT ME

Phone | 815. 343. 5258  
chabelaf.design@gmail.com  
Portfolio | [chabelaf.design](http://chabelaf.design)