

Daniel O. Leyva

Graphic Designer

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WORK EXPERIENCE

Graphic Designer & Customer Service Specialist

Allegra Marketing Print Mail

09/2024 – Present

- Design and modify 400+ digital assets and print ready material including business cards, postcards, flyers, banners, newsletters, booklets, and brochures.
- Adhere to in-house and client brand guides to create cohesive digital assets and print ready material.
- Communicate interdepartmentally to resolve complex design and print issues, adapt to developing project environments.
- Submit print ready material, organize and prepare files accurately for ease of print, check printed material to ensure accuracy and reduce printing errors.

Freelance Designer

Self Employed

2021 – Present

- Design logos, illustrations, and album covers for small businesses and artists, ensuring brand consistency and creative impact.
- Produce technical diagrams for publication in peer-reviewed medical journals, meeting exacting professional standards.

Graphic Design Intern

University of Maryland, Athletics — Volleyball

09/2022 – 06/2023

- Designed graphics for athletes and coaching staff, boosting fan engagement and brand presence on social media platforms by 21%.
- Created direct mailers using university style guides to keep brand identity consistent for athletic recruitment campaigns.
- Collaborated with coaches and design interns to ensure unified and consistent visual messaging.

Shift Manager

Bruster's Real Ice Cream

04/2021 – 07/2024

- Managed 12+ team members, supervised daily operations, fostered a positive team culture, and built strong employee relationships.
- Trained 25+ new employees, delegated tasks, streamlined store-wide efficiency.
- Oversaw cash handling, reconciled daily sales over \$2,000, proactively resolved customer concerns.

EDUCATION

University of Maryland, College Park

Bachelor of Arts — Studio Art Graphic Design Track

2020 – 2023

Montgomery College

General Studies

2017 – 2020

SKILLS

Adobe Creative Suite | Microsoft Office | Digital & Print Design | Brand Identity & Style Guides
Creative Problem Solving | Team Management | Interpersonal Communications