

Mariana Laura López Lira

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EDUCATION

Bachelor of Arts in Graphic Design with minor in Psychology The University of Texas at El Paso (UTEP)	Graduated: 12/2025 El Paso, TX, USA
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Honors & Activities

Woman's Auxiliary of the University of Texas at El Paso Endowment Memorial Scholarship, Spring 2025
UTEP The Anheuser-Busch Charitable Trust Scholarship, Fall 2025
CASFV 2026 Campaign Finalist, September 2025
UTEP Miner Voices Art Exhibition Participant, October 2025

CERTIFICATIONS

Adobe Certified Professional in Visual Design | Adobe
Official certifications in Adobe Illustrator (05/2021) and Adobe Photoshop (12/2019).
Comprehensive recognition in Visual Design (05/2021).
Microsoft Office Specialist: Office Word 2016 | Microsoft (01/2020)

EXPERIENCE

911 Emergency Dispatcher	05/2026-07/2026	Ciudad de México, México
<ul style="list-style-type: none">Managed, triaged, and dispatched national emergency calls under high-pressure, protocol-driven environments.Provided bilingual crisis support to foreign citizens, ensuring assertive, clear, and efficient communication.Operated computer-aided dispatch (CAD), geolocation, and telecommunications systems daily to deploy appropriate emergency services.		
Owner of La Casa Mágica	Since 02/2025	El Paso, TX/ Ciudad de México, México
<ul style="list-style-type: none">Fully developed the visual identity for social and printed media of the brandDesigned social media content strategies, growing followers from 0 to 400 and significantly driving user engagement.Worked on multiple personalized designs and scales as the clients requestedLearned to use different types of vinyl and applied it to different materialsDesigned business cards and coordinated the printing of the sameManaged times to ensure the meeting of deadlines and client's satisfaction		
Graphic Designer for:		
CC Store	Since 10/2023	Ciudad de México, México
<ul style="list-style-type: none">Design the visual identity for social and printed media the brand uses.Create themed posts as needed for the new drops of merchandising.Drove revenue growth by managing social media strategy and closing direct sales, while improving customer experience and conversion.Conceptualized and designed custom shipping packaging to strengthen the brand identity.		
JD Snackeria	Since 05/2026	El Paso, TX
<ul style="list-style-type: none">Designed and adapted menus across digital, print, and large-format channels. Integrated artificial intelligence tools to generate and optimize illustrative assets, streamlining the conceptual and visual design workflow.		
Jalisco Birrieria	10/2025-02/2026	El Paso, TX
<ul style="list-style-type: none">Usage of pre-existing brand guidelines for new printed posters.Development of motion graphics video for food truck TV.		
VYKN ATHLETIC	07/2025-12/2025	Uruguay, Uruguay
<ul style="list-style-type: none">Vectorization of designs destined to be printed on T-shirts.Enhancing of designs for printing		
Z Shop	05/2025 – 09/2025	Guadalajara, México
<ul style="list-style-type: none">Development of the brand guidelines and design of Z Shop.Created a poster for a giveaway and helped with the coordination.		

Quality Control Inspector at MQS

12/2022 – 12/2023

El Paso, TX

- Designed standardized templates for official employee ID cards.
- Managed inventory organization and control, ensuring full traceability for every classified box and item.
- Generated detailed database reports on categorized materials and quality defects identified.

SKILLS

-Fully Bilingual in Spanish and English

-Extensive Usage of Adobe Illustrator, Photoshop, InDesign, Figma, Chat GPT, Gemini, Lightroom, Procreate, CapCut, CAD Systems (PROMAD y CARBYNE), Communication Software & Virtual PBX Systems (Avaya & MicroSip) Cricut Design Space, Cricut Heat, Canva, Wix, MS Word, and MS PowerPoint.

-Social media accounts management (Instagram, TikTok, Facebook, X (Twitter), WhatsApp, Pinterest, and Google Apps)

-Leadership, effective communication, critical thinking, teamwork, problem solving.