

# Jorge Meza

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## BRIEF

Graphic design student passionate about creating thoughtful, visually strong work through branding, typography, and layout. I enjoy turning ideas into clear design systems and learning through critique, experimentation, and collaboration. Motivated, detail-oriented, and excited to grow within a creative studio environment.

## EXPERIENCE

### *Brand Identity Project*

- Developed a complete brand identity including logo design, typography system, color palette, and brand guidelines.
- Conducted visual research and moodboarding to inform design direction and concept development.
- Presented design solutions through mockups and process documentation.

### *Poster & Visual Campaign Design*

- Designed posters and promotional graphics for music, events, or conceptual campaigns.
- Focused on strong typography, hierarchy, and visual impact.
- Adapted designs for both print and digital formats.

### *Digital Media & Layout Project*

- Created layouts for social media, web, or editorial-style compositions.
- Applied grid systems and design principles to maintain clarity and consistency.
- Refined designs through critique and iteration.

## SKILLS

### *Design Software*

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

### *Design Skills*

- Branding & Visual Identity
- Layout & Composition
- Concept Development

## EDUCATION

- University of Texas Rio Grande Valley  
Bachelor of Arts / Associate Degree in Graphic Design (in progress)