

CELESTE NUNEZ

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Graphic & Brand Designer

Graphic and brand designer with 5+ years producing editorial, social, and print work for entertainment, nonprofit, and academic clients. Skilled in end-to-end visual production: from concept sketches to camera direction, print-ready files, and motion, with a fast-moving, high-taste approach built for creative brands that care deeply about how things look.

Experience

DePaul University **Mar 2025 – Present**
Graphic Designer & Web Content Creator — Marketing Team *Chicago, IL*

- Produced 100+ on-brand digital and print assets — social graphics, email campaigns, event materials, presentation decks — strengthening brand consistency across all university marketing channels.
- Improved visual consistency and user engagement across the Civics Initiative site by designing 15+ responsive page layouts and codifying a reusable design system covering typography, color, and component standards.
- Increased task completion efficiency by 20% across university web experiences by leading a full web redesign in Figma, HTML, and WordPress, informed by user research and iterative testing.

Carol Fox & Associates **Feb 2026 – May 2026**
Graphic Designer — Graduate Internship, Social Media Team *Chicago, IL*

- Delivered complete brand identities for productions featured at The MAC, advancing from 50+ concept sketches to 5 refined logo directions and a final approved mark presented to stakeholders.
- Expanded campaign reach for a Chicago Off-Broadway production by 15% by designing large-format print advertisements and preparing print-ready files (bleeds, CMYK color profiles) for vendor handoff.
- Maintained a cohesive visual language across all channels by creating 30+ cross-platform digital assets, social graphics, and marketing collateral under tight campaign deadlines.
- Photographed live events like The Summit Chicago and Night at the Stacks at Harold Washington Library, managing shot coverage, composition, and deliverables under event-day conditions.

Leukemia Research Foundation **Mar 2023 – Mar 2025**
Digital Designer & Content Creator *Northfield, IL*

- Grew social media audience by 30% by leading a cohesive rebrand of the nonprofit's digital presence, including refreshed brand guidelines, templates, and channel-specific asset systems.
- Boosted audience engagement by 25% by concepting and producing motion graphics and animated social content in After Effects.
- Strengthened fundraising campaign performance by authoring 43+ digital content pieces for social media and email, and launched a branded merchandise line (medals, t-shirts, pins, water bottles) sold through a custom e-commerce platform.

Maria Auxiliadora Institute **Mar 2021 – Aug 2022**
Graphic Design & Media Instructor *Neuquen, Argentina*

- Built design fluency in 200+ students by teaching graphic design, digital storytelling, and visual communication through hands-on, project-based instruction.

PRDI Studio **Mar 2021 – June 2021**
Industrial Design Intern *Neuquen, Argentina*

- Accelerated client approvals across 4 furniture projects by translating concepts into 10+ polished, client-facing mockups in Illustrator, Photoshop, and CorelDRAW, from initial sketch through final presentation.

Visual Design Projects

Marathon Event — Visual Design | *Figma, Illustrator, InDesign, Photoshop* **June 2023**
• Ensured clear wayfinding and visual hierarchy for a high-visibility public event by crafting 50+ digital and large-format print assets, managing production specs from layout through final output.

Wildlife Educational Toy — Product Design & Branding | *SolidWorks, Illustrator, Photoshop* **Aug 2020**
• Sold 150+ educational toy kits to schools and retail stores by designing the complete brand — logo, color system, typography, packaging, and marketing campaign — from concept through prototype.

Education

DePaul University **Chicago, IL**
Master of Science in Human-Computer Interaction *GPA 4.0*

National University of Rio Negro **Rio Negro, Argentina**
Bachelor of Science in Industrial Design *GPA 3.8*

Technical Skills

Design & Motion: Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Procreate, Canva

Print Production: Prepress file preparation, CMYK/Pantone workflows, bleeds & trim, large-format and packaging output

UX/UI & AI Tools: Figma, Axure, Adobe XD, Adobe Firefly (generative fill, ideation)

3D & Web: Blender, SolidWorks, Rhinoceros, AutoCAD, HTML, CSS, JavaScript, WordPress, SharePoint

Languages: English (Native) / Spanish (Native) / Portuguese (Working Proficiency)