



Nallely de la Pena Inda
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EDUCATION

Southern New Hampshire University
BA Graphic Design & Media Arts
July 2022

Fullerton College
AA Advertising & Graphic Design
May 2021
Advertising & Graphic Design Certificate
December 2020

SKILLS

Software

Advanced: Adobe Creative Cloud
(InDesign, Illustrator, XD, Photoshop),
Adobe Acrobat, Microsoft Office Suite,
Google Suite, Microsoft Office
(Powerpoint, Word, Excel), Procreate

Intermediate: Adobe After Effects,
Adobe Lightroom Classic

Working: Autodesk Maya,
Autodesk Arnold

Creative

Typography, illustration, brand identity,
social media graphics, multimedia design,
large format design and print, pre-press,
formal education in fine arts, photo
retouching and manipulation

Tools

Mac OS, Windows OS, Dropbox, Zoom,
Slack, Camayak, Four-color printer,
CADtools for Adobe Illustrator

Languages:

Bilingual in English and Spanish

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EXPERIENCE

OUTDOOR DIMENSIONS

Anaheim Hills, CA | June 2021 - Present

Sign Designer

- Prepared and laid out over 50 compositions a week for production, calling out materials, production methods, and dimensions using AutoCAD, Photoshop, and Illustrator as main tools.
- Collaborated with other departments to meet client needs and make revisions under quick turnaround times.
- Contributed to internal company culture and marketing collateral, such as illustrations and designs for t-shirts, swag, banners, and miscellaneous projects.

INSIDE FULLERTON

Fullerton, CA | August 2020 - June 2021

Graphic Designer | January 2021 – June 2021

- Collaborated with a team of writers and editors of an award-winning, hyperlocal bilingual magazine using Zoom,
- Slack, Google drive and Camayak as primary means of communication and project management.
- Designed 21 spreads, including editorial compositions, typographic headlines and illustrations, that amplified the voice of the writing staff and accurately reflected local political and social issues.
- Created on-brand social media graphics that emulated the print content that created a cohesive reader experience.

Design Assistant | August 2020 - December 2020

- Assisted graphic designer and creative staff with digital assets, editorial compositions and illustrative work for three stories and the cover under a tight, 2-week deadline.
- Generated design ideas and sketched over a dozen thumbnail concepts for stories of social and political interest.
- Conceptualized and designed cover using a variety of traditional and digital tools, resulting in an impactful cover that won 3rd place statewide for Cover Design and Layout by the Journalism Association of Community Colleges.

FREELANCE

May 2019 - Present

Graphic Designer

- Ideated and designed the logo, illustration of client, and four illustrative patterns reminiscent of Mexican tradition and culture for salsa labels sold at a local restaurant.
- Produced promotional materials, such as business cards and banners, for entry-level artists that accurately reflected their brand identity and voice through the visual layout and typography.

THE WALT DISNEY COMPANY

Anaheim, CA | May 2019 - December 2020

Retail

- Hosted and directed guests while working in various, fast-paced environments as part of a team that cultivated and embraced the company's values.