NAME

Carlos Salas
Graphic Designer

EDUCATION

Calvin University
BFA: Graphic Design
Graduated

SKILLS

Typography
Layout/Editorial
Branding
Icon Design
Digital Marketing
Social Media
Environmental Design
Front-End Web Design

SOFTWARE

Adobe Creative Suite
PowerPoint
Figma

CONTACT

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WORK EXPERIENCE

Highland Group *(2021 – 2024)*
I created designs for print, web, social media, brand development, campaign presentations and installation. In addition, I worked closely with the production manager to maintain relationships with vendors and see designs through to final production.

Freelance Graphic Designer *(2019 – 2021)*
Met with and designed for LLC's looking to creatively problem solve briefs in areas of branding and installation. Diverse projects with a specialization in typography and identity.

Pacsun *(2017 – 2019)*
An Assistant Store Manager responsible for managing, recruiting, leading all employees to standard, and maintaining the wellness and upkeep of all store operations.

CREATIVE EXPERIENCES

ADDY Awards *(2023)*
Representing Highland Group at the ADDY Award show, along-side other colleagues.

Professional Reviewer *(2023 – Present)*
Invited annually to participate as a professional reviewer, conducting one-on-one portfolio reviews for current Calvin students.

Dialogue *(2021)*
Designed two pieces that were chosen for a selective, juried artist magazine at Calvin University.

Portfolio Review *(2020)*
Professional Reviewers:
Elyse Flynn, Abigail McFarlane and Micaela Keister

Artist Collaborative *(2017 Cohort)*
Selected for the 2017 cohort to participate is specialized courses, activities and cross-cultural experiences as artists.

*References available upon request.