## PORTFOLIO









CM DESIGNS TX LLC offers graphic design solutions with a mission to serve your design needs, despite location, to bring your vision to life...

## CONTACT

Cynthia Medina (512) 763-2983 cmedina@cmdesignstx.com www.cmdesignstx.com

## 

## Hi, I'm Cynthia...

Known by many as "Cindy," I am a graphic designer and founder of CM DESIGNS TX, LLC. I lean heavily on strategic and empathetic design which comes with over 20 years of rich professional experience. My journey has included roles in graphic design, legal administration & paralegal services, customer service, and creative team leadership...each enriching my ability to connect with clients and audiences. This unique background informs my design philosophy, ensuring that every project is grounded in a profound understanding of user needs.

With over two decades of experience in creative roles, team leadership, and customer service, along with an advanced diploma in leadership from Sydney, Australia, I have developed strong skills in active listening and effective communication—essential for collaboration in graphic design. My customer-focused approach prioritizes client satisfaction, ensuring my designs are not only visually compelling but also genuinely aligned with the needs of those I serve.

My diverse professional background gives me a broad perspective that fuels my creativity and innovation. I approach design challenges by integrating insights from various industries, while my detail-oriented mindset—refined through my legal and administrative roles—guarantees my goal for absolute precision in every project. Being fluent in both English and Spanish adds a significant layer of cultural sensitivity, allowing me to create inclusive designs that resonate with diverse audiences.

As a lifelong learner, I am dedicated to personal growth and adaptability, welcoming feedback and new ideas. My extensive volunteer work over the span of 18+ years reflects my passion for serving my community and further enriches my understanding of varied experiences, reinforcing my commitment to crafting thoughtful and impactful designs. Ultimately, my rich tapestry of experiences positions me as an empathetic graphic designer, poised to create meaningful visual solutions that not only meet client objectives but also resonate deeply with their audiences.

In a world where effective communication is more vital than ever, I strive to bridge the gap between intention and perception, crafting designs that leave a lasting impact.



## MSSION & WSION

At CM DESIGNS TX LLC, my mission is to transform your creative vision into stunning visual experiences. With over 20 years of diverse professional experience and four years of experience working as a freelance graphic designer, I leverage my background in management, creative leadership, and customer service to craft empathetic designs that resonate with both clients and their audiences. My focus is on understanding each client's unique goals, ensuring that every project not only meets but exceeds expectations.

My vision is to create a collaborative environment where creativity and precision converge, resulting in exceptional design solutions that leave a lasting impact. I am committed to excellence in every aspect of my work, striving to produce designs that reflect the highest standards and embody the shared success of our partnership. Together, we will bring your project to life, showcasing the power of effective design to engage

## 

EXCELLENCE

#### EMPATHETIC DESIGN

goals and expectations, ensuring that every project not only meets but capture attention but also align exceeds their vision.

As a graphic designer, I am dedicated My passion for graphic design is deeply I strive for excellence in every aspect resonate with both clients and their understanding each client's unique creativity with precision to deliver both my creativity and my clients' audiences. My approach focuses on needs. This blend of creativity and compelling solutions that not only perfectly with their goals.

reflects the highest standards and leaves a lasting impact.

#### PRIDE

I take immense pride in producing to creating empathetic designs that intertwined with my commitment to of my graphic design work, blending exceptional design solutions that reflect outstanding results. My commitment visions. This deep desire for excellence understanding each client's unique ———— empathy allows me to craft visually ——— to quality ensures that each project ——— ensures that every project is a source of pride for us collectively, showcasing our collaborative effort and shared success.



## 

	MAGAZINE SPREAD  Are the Planets Inhabited?	INFOGRAPHIC Consumers & Producers of Media
	MAGAZINE AD Amethyst Bay Resort & Spa	BUSINESS CARD DESIGN Nelly's Nails & Spa
03	MENU DESIGN TOWN Chinese Restaurant	VERTICAL BUSINESS BANNER Omi Beauty Artist
04	ARTIST PHOTOBOOK COVER La Catrina De Laredo	BUSINESS FLYER Mi Spa & Waxing
05	BUSINESS POSTCARD  Center State Photography	SCHOOL SPIRIT T-SHIRT DESIGN  Colonel Santos Benavides Elementar

## MAGAZINE SPREAD

### Are the Planets Inhabited?

I designed this captivating magazine spread for an article written by E. Walter Maunder titled "Are the Planets Inhabited?" using Adobe InDesign for a graphic design course.

The design features a striking black background that enhances visual appeal and contrasts with the light font colors, effectively drawing the reader's attention.

I employed a structured grid system to organize the text across the two-page layout, establishing a clear visual hierarchy. The mix of serif and sans serif fonts, including FuturaPT for the main title and Minion Pro for the body copy, allows for both contrast and cohesion.

### Strategic Text Adjustments

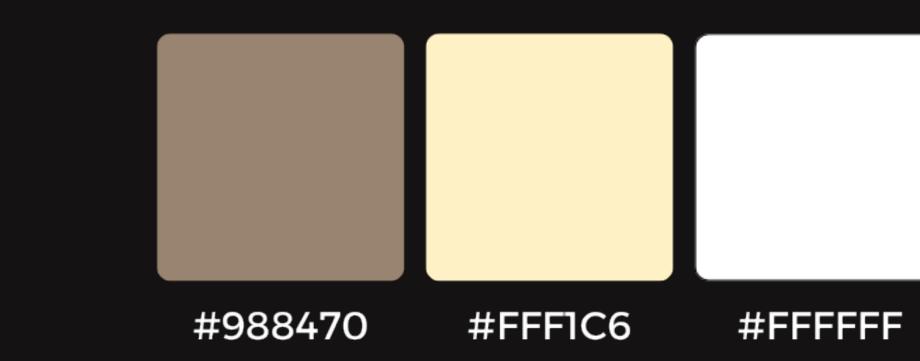
Author's Name: Modified Le Monde Livre Std with tracking and vertical scale adjustments to evoke a sense of reaching for the heavens. Subheading: Used Lowball Neue with adjusted tracking to symbolize the space between planets. Body Copy: Enhanced readability through leading adjustments and strategic alignment.

Pull quotes were integrated to add visual interest, while careful font selection and adjustments ensured clarity and engagement. This layout not only presents the content effectively but also immerses the reader in the celestial theme of the article, showcasing the design

skills I developed throughout the course.



#### APPROVED COLORS



APPROVED FONTS

Main Title

FUTURA PT BOOK

Author Name

Le Monde Livre Std

Author Subtitle

MICROSOFT SANS SERIF

Lowball Neue

Body Copy Minion Pro

Pull Quotes Acme Gothic Compressed

### ARE THE PLANETS INHABITED?

BY: E. WALTER MAUNDER, F.R.A.S.

SUPERINTENDENT OF THE SOLAR DEPARTMENT, ROYAL OBSERVATORY

## THE QUESTION STATED

he first thought that men odies was an obvious one: greater light to rule the day; and there were the stars also

the earth upon which men sto seemed to be vast, dark, and motionless; th seemed to be small, and moved, and sho then regarded as the fixed centre of the u Copernican theory has since deprived it is now regarded as a heavenly body of the same order as possessed of personality and intelligence, lodged in an some of those which shine down upon us. It is amongst organic body. them, and it too moves and shines—shines, as some of them do, by reflecting the light of the sun.

Could we transport ourselves to a neighbouring world, the earth would seem a star, not distinguishable in kind from the rest.

"Are none of these the home of beings gifted with like powers?"

ing point which is our world?" This is the meaning o

elf presence in the orbs around us of beings like ourselves,

of a world being "inhabited." It would which would justify us in regarding made their way across the Antarctic ascertain that Jupiter such as would justify us in applying found no "inhabitant" there. Has thi d by a shoreless ocean, that term to a part of our own world. fact any theological bearing? or if ery variety of fish; or that They must possess intelligence and on the contrary, a race of men had rocks of the Moon were consciousness on the one hand; on been discovered there, what change veiled by lichens. Just as no the other, they must likewise have would it have made in the theological nness[Pg 3] of vegetation and no corporeal form. True, the form might position of anyone? And if this be so ness and complexity of animal life be imagined as different from that with regard to a new continent on thi

gences existing on the Moon in his opening paper, though he was in the Sun if we are unable taking the opposite view from that Gnomes, sylphs, elves, and fairies, significance attaching to the solving and all similar conceptions, escape of this problem, I do not know the possibility of discussion by our what it is. If we decide that there

nothing can be asserted of them or that there are few, or that there is

they remain beyond investigation, but one—our own—I fail to see

as they are beyond sight and touch. how it should modify our religious

This is what is meant when we speak The only beings, then, the presence of beliefs. For example: explorers have ple, at all content us another world as "inhabited" are continent to the South Pole but have

nto Sir David Brewster, was essentially it?" The question is not at all as t ignorance of their properties. As are very many inhabited worlds,

isit www.aretheplanetsinhabited.org for more information

# MAGAZINE AD Amethyst Bay Resort & Spa

For my university graphic design course, I developed a magazine ad for Amethyst Bay Resort & Spa, a new luxury destination in St. Thomas, aimed at attracting couples and first-time visitors. Meticulously adhering to the brand style guide, I selected typography, color schemes, and imagery that aligned with the resort's identity. I personally curated photographs that spoke directly to the desired clientele, enhancing the ad's appeal. Utilizing Adobe Illustrator for logo design and Photoshop for image editing, I crafted high-quality visuals that effectively conveyed the resort's vibrant, ocean-inspired atmosphere.

The layout incorporated essential design principles, such as contrast, balance, and whitespace, ensuring a clean and engaging presentation. By integrating feedback throughout the process, I refined the design to optimize its message delivery for the target audience. This project not only showcased my technical proficiency in industry-standard software but also highlighted my strategic approach to visual communication and attention to detail.





#### APPROVED BRAND COLORS



#### APPROVED FONTS

Headlines

BRIOCHE DEMO

Subheads

Lato Black

Body Copy

Lato Regular





# MENU DESIGN TOWN Chinese Restaurant

The TOWN Chinese Restaurant menu was another exciting design created for my Typography course using Adobe InDesign. This design showcases my ability to blend cultural insight with sophisticated design elements. This project involved developing a visually striking menu that targets a discerning audience of diners aged 30 to 60, aiming to provide a luxurious and inviting experience.

In crafting this menu, I applied a refined color palette of blacks, reds, and golds, effectively utilizing colors with significant cultural meaning to enhance the brand's identity. My choice of fonts demonstrates an understanding of typographic hierarchy: Alex Brush for section dividers adds elegance, while Myriad Pro ensures clarity and modernity for menu items. This thoughtful typography not only elevates the overall aesthetic but also improves readability, a key consideration in user-focused design.

The strategic placement of the white logo on a dark grey background highlights my ability to create strong visual contrasts, a fundamental skill in branding and marketing. By incorporating high-resolution images, I added a layer of sophistication that aligns with the restaurant's goal of attracting a high-end clientele. Furthermore, I meticulously organized the layout using tables to maintain alignment and professionalism, ensuring a polished presentation.

This project not only reflects my design capabilities but also my commitment to understanding client goals and audience demographics.

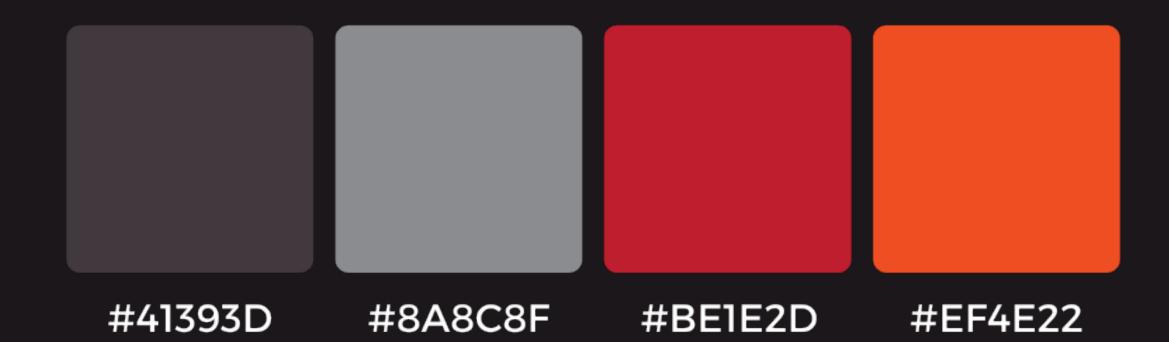
The TOWN Chinese Restaurant menu design exemplifies my skills in cultural sensitivity, typography, layout organization, and visual storytelling.



OFFICIAL LOGO

# A TOWN

### APPROVED BRAND COLORS



#### APPROVED FONTS

Headlines

CHEX Brush

Subheads

## MYRIAD PRO BOLD CONDENSED

Body Copy
Futura PT Book

## 海 TOWN

#### CAppetize

Cole slaw cabbage, carrots, celery, and beef	71.55	Eight chicken wings. Choose from Buffalo, lem teriyaki, plain	<b>39.99</b> on,
HOMEMADE GOLDEN SPRING ROLL Cripspy spring roll with a whole piece of shrimp, shredded mushrooms	<b>\$2.99</b> chicken,	HOMEMADE BBQ RIBS Sweet and spicy homemade BBQ sauce smoth our juicy ribs	<b>\$12.99</b> nered on
MINI VEGGIE SPRING ROLLS  Four crispy veggie spring rolls with spicy sauce	\$5.99	CHO CHO CHICKEN  Honey soy sauce glaze	\$8.99
CRAB RANGOON Deep fried wonton with cream cheese and crab	\$5.99	BEEF ON STICKS Four beef skewers	\$11.99
PORK DUMPLINGS Deep fried or steamed. Eight ready-made pork d inas with dumplina sauce	<b>\$7.99</b> ump-	EDAMAME Steamed and sprinkled with sea salt	\$5.69

Two egg rolls, too mani veggie spring rolls, two crab ran-

goon's, two fried pork dumplings, two Cho Cho chicken,

### Rice & Moodles

Soy sauce, peas and carrots, white onions, bean sprouts and egg	Light soy sauce, butter, peas and carrots, onions, bean sprouts and egg			
LO MEIN NOODLES  Soy sauce, white and green onions, carrots, celery, bamboo shoots, Chinese cabbage, bean sprouts and egg noodles	GARDEN NOODLE SOUP  Broccoli, snow peas, water chestnuts, bamboo shoots, bok choy, baby corn, carrots, mushroom and egg noodle and chicken broth			
TERIYAKI BOWL  Sweet teriyaki sauce, chicken or beef, broccoli, snow peas, bell peppers, water chestnut, white onion, Chinese cabbage, carrot	GUANGDON FLAT NOODLES \$9.99  Brown sauce, rice flat noodles, white and green onions, carrots, celery, bamboo shoots and rice noodles with egg on the top			

#### Sides

PURA YAMS	\$3.75	SODA COLA   DIET   LIME   ORANGE	\$2.75
D	\$6.50	FRESH JUICE	\$5.25
H WASABI	\$3.50	BOTTLED JUICE	\$3.95
SOUP	\$3.75	COFFEE/TEA	\$2.95
NAME	\$4.75	BOTTLED WATER	\$1.95
LANT	\$7.75	BOTTLED MINERAL WATER	\$2.75
LED VEGGIES	\$5.75	PREMIUM LOOSE-LEAF TEA	\$3 .25
N SIDE SALAD	\$4.75	WINES   SEE SEPARATE DRINK MENU	

Drinks

## 海TOWN

#### Seafood

CHARBROILED WASABI PRAWNS Stuffed with wasabi, wrapped with bacon and finished with herb goat cheese	\$13.99	ASIAN STYLE CRAB CAKES Sesame seed and crusted topped with wasabi and pickled ginger	\$10.50
SEARED ALBACORE TUNA Lemon, avocado, cucumber	\$12.99	GRILLED CHILEAN SEA BASS  Marinated with citrus, served with a sweet ginger soy sauce	\$16.50
ALBACORE WHITE TUNA Crab, lemon, avocado, crab, Fish sauce, salmon	\$12.00	PAN SEARED ALASKAN HAILBUT With mirin, scallions and ginger	\$18.50
ANAGO Shrimp tempura, crabfish, avocado, cucumber, smelt roe and sesame seeds	\$6.25	NEGAMAKI STYLE SALMON Wrapped around scallions, asparagus and served with an Asian soy glaze	\$7.75
FUTOMAKI Veggies, crab fish, tamago, sweetened powder, eel and salmon, roe	\$17.75	CRISPY CATFISH SALAD With rice noodles, bean sprouts, peanuts, and lime wedges	\$11.50
NEGIHAMA Cucumber, crab fish, lemon, avocado oil and	\$13.50	SEAFOOD COCONUT CURRY Bay shrimp, line caught salmon	\$14.75

#### Dessert

\$6.25	SESAME FRITTERS  Deep-fried cookie balls rolled in sesame seeds	\$6.
\$5.50	OSMANTHUS JELLY Translucent and made with dried osmanthus flowers and goji berries	\$5.
\$7.25	CRISPY PEANUT DUMPLINGS Peanuts, sesame seeds, cocunt and sugar	\$6.
\$5.25	EIGHT TREASURE RICE  Made with glutinous rice and a variety of dried fuits and nuts, including red dates	\$6.
	\$5.50 \$7.25	\$5.50 OSMANTHUS JELLY Translucent and made with dried osmanthus flowers and goji berries  \$7.25 CRISPY PEANUT DUMPLINGS Peanuts, sesame seeds, cocunt and sugar  \$5.25 EIGHT TREASURE RICE Made with glutinous rice and a variety of

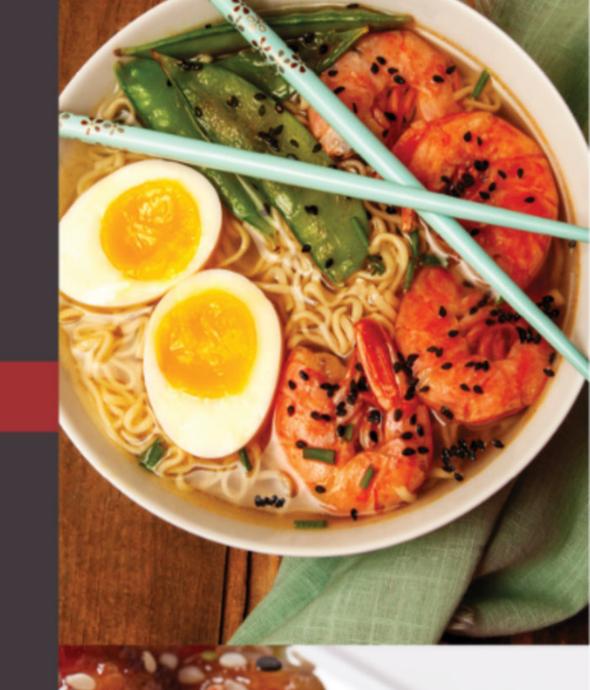
### Have an upcoming event?

Let us make your special day "Special".

Ask our staff for booking information **today**.

WWW.TOWNCHINESE.COM | 4500 IRVING ST., SAN FRANCISCO, CA | (415) 569-4762 | HOURS: MON - SAT, 12:00 PM - 10:00 PM





# ARTIST PHOTOBOOK COVER La Catrina De Laredo

The cover design for "La Catrina De Laredo" is a vibrant tribute to Día de los Muertos, crafted for local artist Omi Galeano, who specializes in professional face and body painting within this rich Mexican tradition. The design showcases a striking Catrina figure, enveloped in a captivating color palette that reflects the holiday's profound meanings: yellow, reminiscent of the vibrant marigold flowers that guide spirits home, evokes warmth and life; purple signifies mourning and reverence, honoring those who have passed; bright pink captures the festive spirit of celebration and remembrance; rich red symbolizes the bloodline that connects generations and honors ancestors; and pure white embodies hope and the purity of new beginnings.

Utilizing my expertise in Adobe Photoshop, I layered elements skillfully to create depth, ensuring the Catrina stands out against a thoughtfully crafted background. By applying essential design principles such as contrast, balance, and hierarchy, I developed a polished composition that effectively guides the viewer's focus. The typography was selected for both readability and visual appeal, while dynamic layering introduces a sense of movement to the piece.

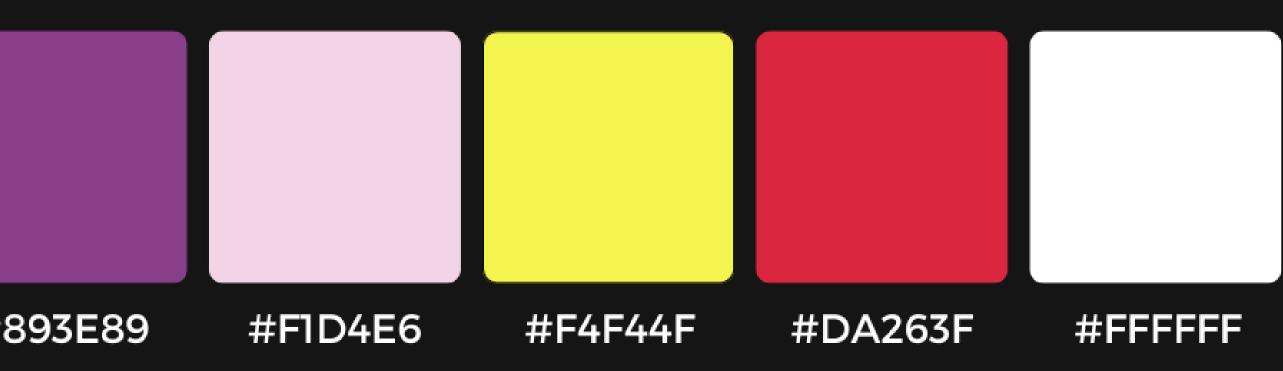
Throughout the creative process, I maintained a collaborative dialogue with the artist, refining the design based on her feedback to ensure it aligned with her vision. This approach reflects my commitment to ethical practices and cultural representation, demonstrating my ability to weave storytelling into visual design. The final artwork showcases my technical expertise and a deep appreciation for cultural narratives



OFFICIAL LOGO

# LACATRINA DE CONTROLO DE CONTR

### APPROVED BRAND COLORS



APPROVED FONTS

Headlines

GLACIAL INDIFFERENCE

Subheads

Playlist Script

Artist Name
ROBOTO CONDENSED



# BUSINESS POSTCARD Center Stage Photography

My design for the business postcard for Center Stage Photography reflects a deep understanding of target audience engagement and visual storytelling. Aimed at both men and women aged 20 to 45 who are seeking a photographer to capture significant moments, the design embodies the core concept of keeping the client at the center of the process of capturing life's precious moments. Throughout the creative process, I focused on elements that convey elegance, modernity, and warmth, using a harmonious color palette of gold, black, and natural hues to evoke an organic feel.

To communicate the brand's essence, I strategically selected images that resonate with the target demographic, highlighting experiences of adventure, love, confidence, and creativity. The layout is thoughtfully organized, employing the rule of thirds to ensure balance and clarity, while the background image of an auditorium reinforces the brand identity.

In choosing typography, I paired the script font Annabelle JF with the sans serif Myriad Variable Concept to create a blend of classic elegance and modernity. This thoughtful combination enhances readability and visual interest, drawing the viewer's eye effortlessly across the postcard.

Technical skills in Photoshop, such as layering, image effects, and lighting adjustments, played a crucial role in achieving a polished, professional look. Each design decision was made with the audience's perspective in mind, ensuring that the postcard not only captures attention but also fosters a genuine emotional connection. This project exemplifies my ability to merge artistic vision with practical design principles and engaging story-telling.

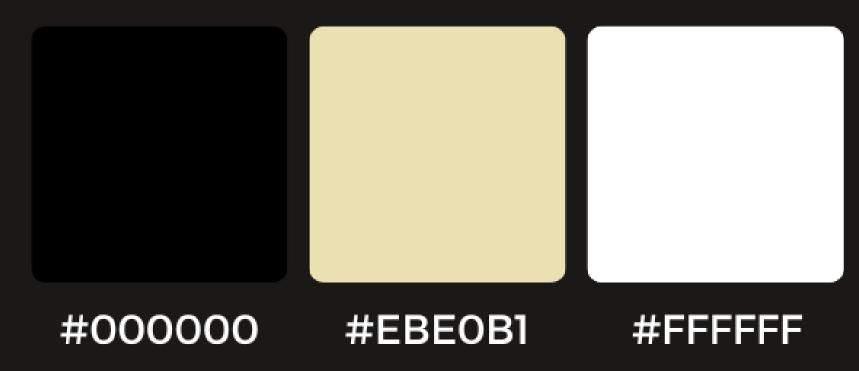


OFFICIAL LOGO

Center Stage

PHOTOGRAPHY

### APPROVED BRAND COLORS



APPROVED FONTS

Logo
Annabelle 99

Subheads

MYRIAD VARIABLE CONCEPT

Body Copy

Neue Einstellung



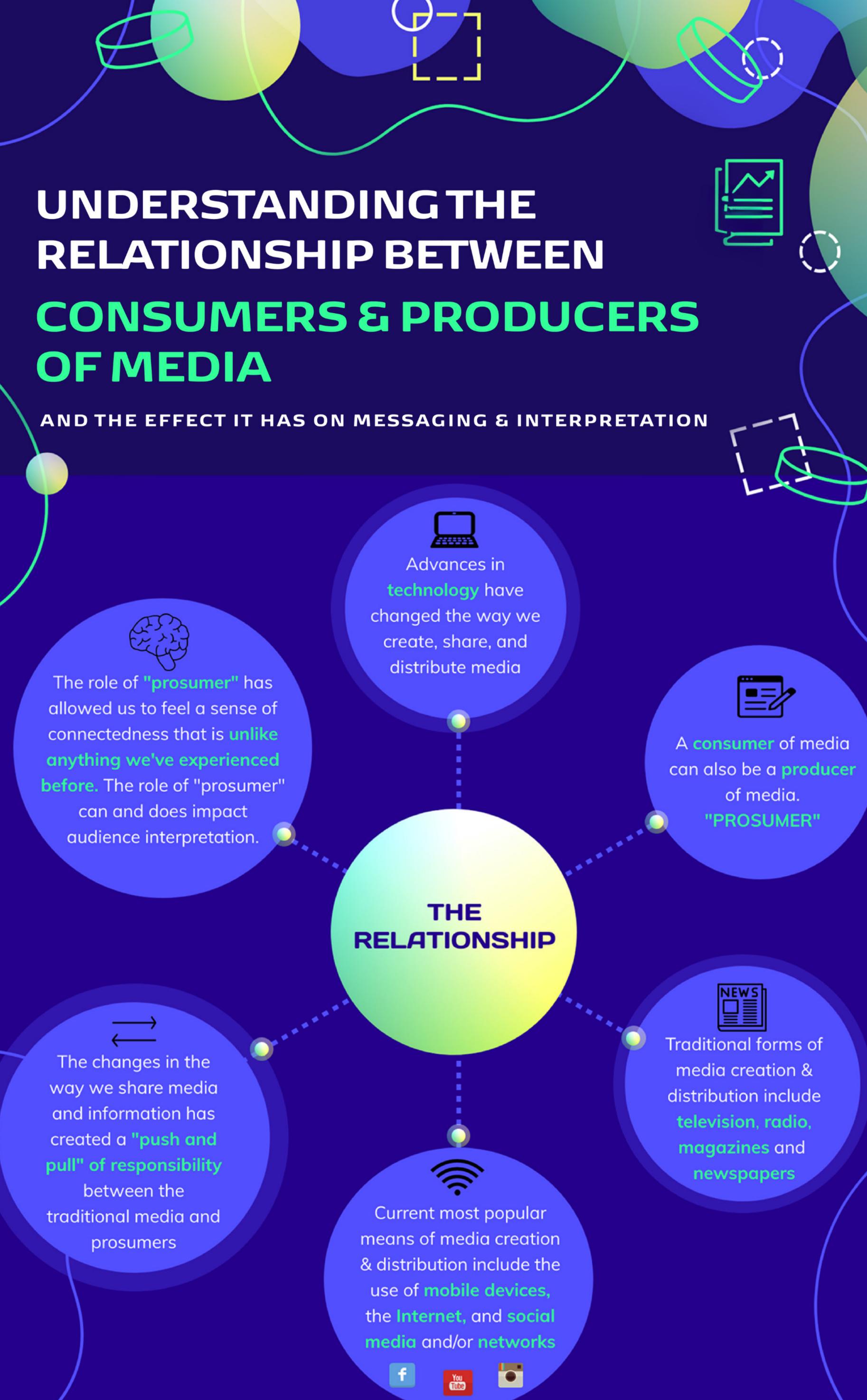
# INFOGRAPHIC Consumers & Producers of Media

In my infographic titled "Understanding the Relationship between Consumers and Producers of Media and the Effect It Has on Messaging and Interpretation," I strategically designed a visually engaging piece that clarifies the complex dynamics between media creators/producers and their audiences.

By employing a vibrant color palette, I transformed potentially dry information into an engaging visual experience, ensuring that the design captured and retained the reader's attention. The use of color contrast not only enhances readability but also draws focus to essential elements, making the content accessible and enjoyable. To further aid comprehension, I incorporated recognizable visual icons for each topic category, serving as intuitive references that simplify complex concepts.

This project showcases my ability to blend creativity with clarity, highlighting visual communication, attention to detail, and the capacity to transform intricate ideas into appealing and informative designs.





#### APPROVED BRAND COLORS



APPROVED FONTS

Headlines

KOBENHAVN SANS

Body Copy
Textbook New Light





# BUSINESS CARD DESIGN Nelly's Nails & Spa

In my redesign of the business cards for Nelly's Nails and Spa, I transformed an outdated concept into a modern and cohesive brand representation. By leveraging advanced graphic design skills and a meticulous eye for detail, I utilized Adobe Photoshop to create a refined logo and integrated a customized QR code through Adobe Express, ensuring seamless incorporation within the overall layout. My design emphasized clean lines, a strategic color palette, and varied shapes, all carefully aligned with Nelly's existing branding through precise color matching. Techniques such as color correction and non-destructive layer management enhanced visual appeal while preserving image integrity.

Throughout the process, I remained responsive to client feedback, making adjustments to ensure coherence and satisfaction. The final high-resolution product featured thoughtfully chosen typography for optimal readability and a structured grid system for clear organization. This modernization not only reflects Nelly's brand identity but also highlights the importance of a contemporary design in attracting and retaining clients. A fresh, modern business card communicates professionalism and relevance, significantly enhancing the likelihood of client engagement.

This project showcases my ability to blend creativity with technical expertise, demonstrating my proficiency in advanced graphic design, keen attention to detail, and effective communication. The polished and modern business card not only strengthens Nelly's Nails and Spa's identity but also exemplifies my capability to deliver standout designs in a competitive market.



OFFICIAL LOGO



#### APPROVED BRAND COLORS



### APPROVED FONTS

Logo

## TANAShford

Owner Name
Open Sans

Belleza



# VERTICAL BUSINESS BANNER Omi Beauty Artist

The Vertical Business Banner designed for local cosmetologist Omi Beauty Artist showcases my proficiency in Adobe Photoshop, Illustrator, InDesign, and Adobe Express, resulting in a polished and cohesive design. With years of collaboration with Omi, I was able to create a banner that authentically captures her enchanting brand identity. By integrating her specific color palette and her vision of a "magical" aesthetic, I ensured that the design not only highlights her beauty services but also resonates with her personal style.

The banner employs strategic elements like lines and white space to guide the viewer's eye, creating a harmonious flow. Rich gold accents add textural variations that evoke an emotional response, perfectly aligning with Omi's brand. The layout is thoughtfully divided into two sections: the top half emphasizes Omi's identity, while the bottom half showcases her services, using contrasting colors and varied font styles to create effective emphasis.

Throughout the design process, I maintained open communication with Omi, facilitating iterative feedback that allowed her preferences to shine while enhancing the overall concept. My meticulous attention to detail is evident in the high-resolution images and the balanced layout, which follows a grid system for visual coherence. This banner not only highlights my technical skills but also demonstrates my ability to translate a client's vision into a compelling design.





### APPROVED BRAND COLORS



APPROVED FONTS

Headline

POPPINS

Subheads

ALTA

Body Copy

MONTSERRAT





# BUSINESS FLYER Mi Spa & Waxing

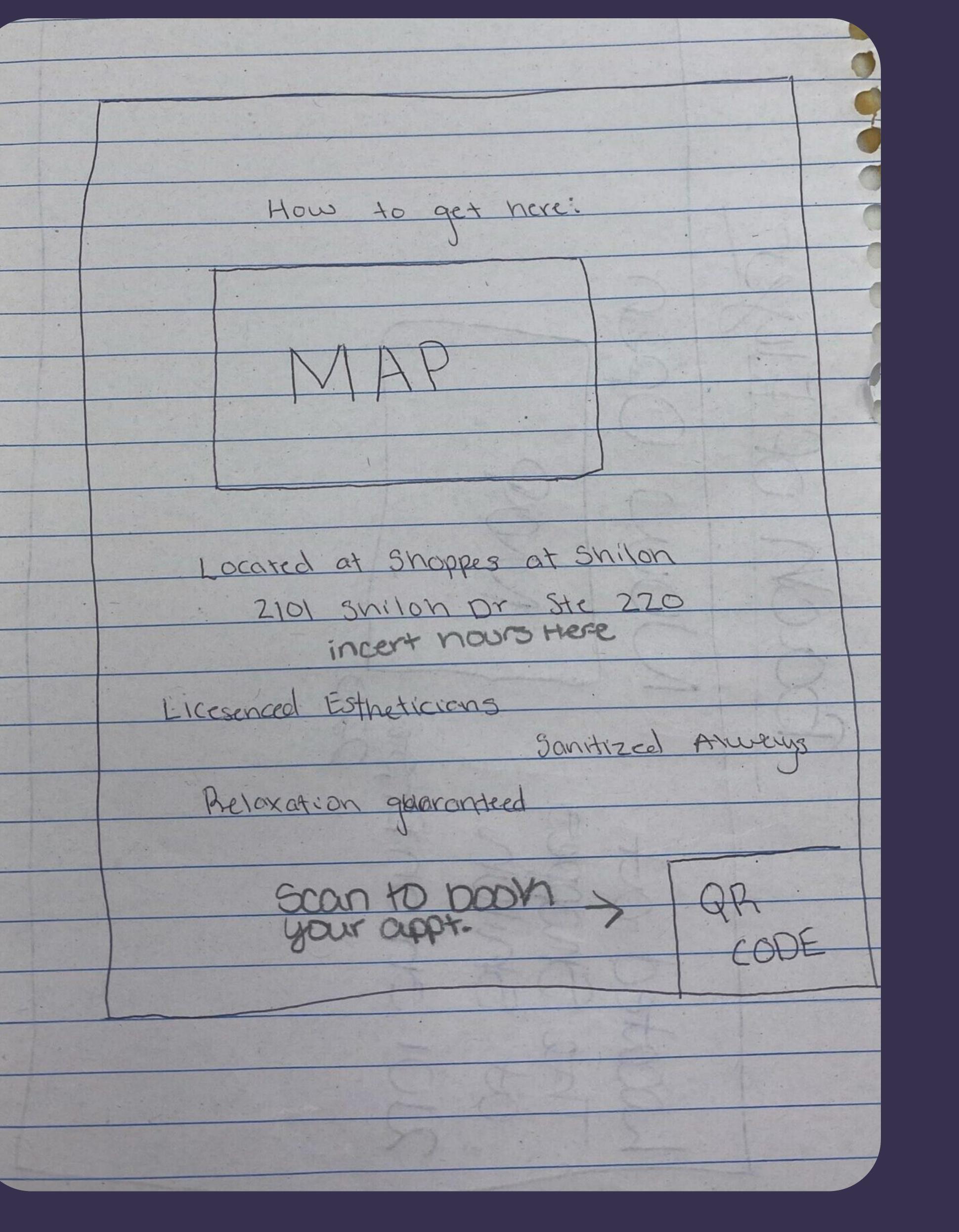
For the Mi Spa & Waxing flyer, I crafted a polished business flyer intended for both a local business expo and the spa itself. The client provided specific content requirements, including additional details for the back of the flyer, as seen in the "Client Sketch."

Leveraging my advanced skills in Adobe Illustrator and Photoshop, I recreated the logo using vector techniques, ensuring clarity and scalability. A harmonious color palette was carefully selected to maintain brand consistency, while I established a clear hierarchy in the layout to effectively highlight key information.

Incorporating the client's feedback, I made strategic adjustments to enhance the overall impact of the flyer. The final design reflects meticulous attention to detail in typography and color matching, resulting in a professional, print-ready presentation. This project demonstrates my creativity and responsiveness to client needs, underscoring the skills that set me apart as a graphic designer.



### CLIENT SKETCH



OFFICIAL LOGO



### APPROVED BRAND COLORS



### APPROVED FONTS

Services Headline

NUNITO SANS EXPANDED

Calls to Action

## NUNITO

Body Copy
Raleway



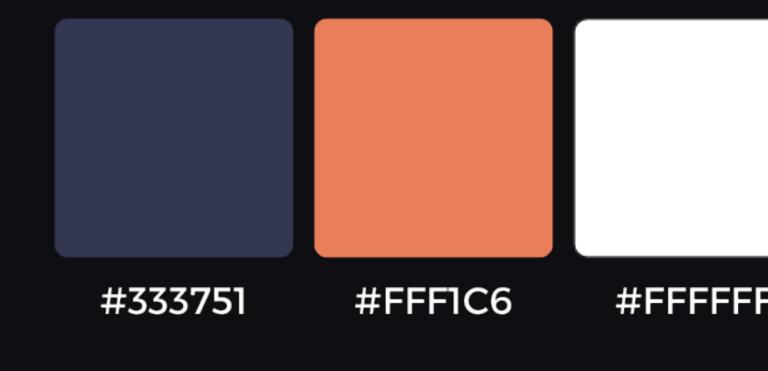
# SCHOOL SPIRIT T-SHIRT DESIGN Colonel Santos Benavides Elementary

The design for the Colonel Santos Benavides Elementary School spirit t-shirt is a vibrant reflection of my ability to harmonize creativity with technical expertise. Featuring an eye-catching bronco image, I seamlessly integrated a licensed stock photo with custom elements that truly embody the spirit of the school. By utilizing Adobe Illustrator for precise vector adjustments and Photoshop for flawless blending, I achieved high-resolution output and demonstrated meticulous attention to detail.

Employing advanced masking techniques allowed the bronco to blend seamlessly with the overall design, while thoughtful color matching reinforced the school's branding. I selected a bold, legible typeface—specifically the recognizable University typeface paired with Mr. Dafoe—to enhance readability and convey the dynamic essence of a running bronco. This intentional typography choice adds depth and movement, perfectly aligning with the design's theme.

Collaboration played a vital role in this project; I actively sought feedback and made strategic adjustments, such as enhancing contrast for improved integration. By rigorously adhering to design guidelines, I maintained a high professional standard throughout the process. The final product not only meets the school's branding needs but also serves as a testament to my passion for creating designs that inspire community spirit and pride, showcasing my ability to craft impactful visual narratives that resonate deeply with the audience.

#### APPROVED BRAND COLORS



#### APPROVED FONTS

School Name

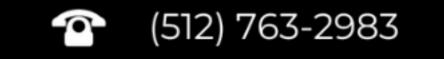
Mr. Dafoe

Mascot UNIVERSITY









cmedina@cmdesignstx.com



www.cmdesignstx.com

- Adobe Creative Suite
- Color Theory Digital Photography
- Typography
- Critical Thinking
- Problem-Solving
- Microsoft Suite
- Strong written and verbal communication & organizational skills

#### EDUCATION

BACHELOR OF GRAPHIC DESIGN & MEDIA ARTS

Southern New Hampshire University 2020 - 2024

ASSOCIATE IN ARTS, LIBERAL ARTS Highest Honors

Southern New Hampshire University

**NETWORK & DATA SECURITY** CERTIFICATE

LAREDO COLLEGE

#### LANGUAGES

## CYNTHIA MEDINA

#### PROFESSIONAL SUMMARY

I am a creative graphic designer with over 20 years of diverse professional experience, including management roles and international digital content distribution and retail, legal administration, and customer service. I hold a bachelor's degree in graphic design and media arts with a concentration and web design my background includes leading and building teams, managing digital content distribution for Grammy awardwinning artists, in crafting compelling visuals. I have extensive experience in the professional space as well as working in highly creative environments. recognized for my ability to capture Creative Vision through empathetic design, strong organizational skills, and a Relentless commitment to Excellence and continual development, I have a proven track record of enhancing user experiences and optimizing workflows. I am eager to leverage my experience, creative vision, and expertise to make a significant impact on the dynamic design team and organization.

#### EXPERIENCE

#### FREELANCE GRAPHIC DESIGNER

CM DESIGNS

2020 - Present

- Utilize Adobe Creative Suite including Photoshop, Illustrator, InDesign, XD, Lightroom and more to develop creative designs for print materials, banners, and signs
- Design creative digital displays used in online advertising for local businesses and organizations
- Edit and enhance existing artwork and graphics
- Develop graphics and visual content for social media pages
- Develop original designs for digital and print media
- Complete final touches for projects such as images, sizes, and font selection
- Meet with clients to present mockups and collect information for adjustments

#### LEGAL ADMINISTRATOR, LAND

KILLAM OIL CO., LTD.

2020 - Present

- Liaise with oil & gas interest owners as well as internal and external stakeholders to ensure interest records are up to date
- Assist in drafting, preparing, and recording various leases, rightsof-way, easements, and other legal documents



- **(512)** 763-2983
- cmedina@cmdesignstx.com
- Laredo, Texas
- www.cmdesignstx.com

#### SKILLS

- Adobe Creative Suite
- Color Theory
- Digital Photography
- Typography
- Critical Thinking
- Problem-Solving
- Microsoft Suite
- Strong written and verbal communication & organizational skills

#### ADDITIONAL EDUCATION

ADVANCED DIPLOMA IN MINISTRY

Hillsong International Leadership College

#### **BACHELOR OF MUSIC**

Texas A&M International University 2002 - 2006 (Completed 3 years)

#### LANGUAGES

#### LEGAL ADMINISTRATOR, LAND (CONTINUED)

KILLAM OIL CO., LTD.

#### 2020 - Present

- Prepare and submit intra office memorandums for ownership transfers, changes of address, account suspensions, releases, and divisions of interest
- Receiving and reviewing legal documentation proving conveyance of interests and processing interest changes as
- Receiving, submitting, and processing Division Orders
- Ensuring all owner files/prospect files are up to date
- Answering and routing telephone calls
- Receiving and responding to correspondence, both physical and electronic
- Maintaining supervisor's calendar as needed
- Taking messages and forwarding them accordingly
- Keeping record and organizing all documents that are received and sent out from our Land Department – including both physical and digital copies
- Notary services
- Maintaining organization throughout the department

#### **PARALEGAL**

LAW OFFICES OF FAUSTO SOSA

#### 2017 - 2020

- Conducted occasional client interviews and follow ups;
- Drafting and filing legal documents for criminal, civil, family, and probate cases;
- Liaising with clients, attorneys, correctional facility staff members, court clerks and administrators, the Office of the Attorney General, and private process servers among others;
- Scheduling interviews, hearings, meetings, depositions, mediations, and trials;
- Billing including accounts payable and accounts
- Law office administrative duties, including but not limited to:
- Answering and routing telephone calls;
- Managing and maintaining attorney calendar and schedule;

Managing incoming and outgoing correspondence;

- Office filing and organization;
- Maintaining office inventory;
- Ordering office supplies; Notary services;

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