

Jacqueline Lerma

Graphic Designer

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 designbylerma@gmail.com

 designbylerma.design

I enjoy creating order within chaos, bringing clarity and clean aesthetics to my work. While I focus on structure and organization, I also embrace organic, challenging projects that allow me to grow creatively.

Skills

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva
- Photography
- Social Media

Language

- English- Fluent
- Spanish- Intermediate



Work Experience

► Graphic Design: Internship | Gladys Porter Zoo- Brownsville, Tx June 2025 - Current

- Redesigning exhibit signage for the Reptile & Amphibian House to improve clarity, visual appeal, and visitor engagement.
- Designing event materials (flyers, posters, digital assets, etc.) to support zoo programs and community events.
- Capturing and editing photographs for use in social media campaigns and marketing materials.

► Graphic Design: Internship | Spa La Posada- Mcallen, Tx Spring 2025

- Assisted with product photography and prepared images for online use.
- Designed business event cards to represent the spa's brand professionally.
- Redesigned and modernized the spa service menu for a more sophisticated presentation.
- Scheduled and posted social media content in a timely and engaging manner.

Awards

► 2025 UDA International Design Competition Student Design Competition | Signs, Systems, and Letterform Marks • Awarded two silver places for outstanding submission.

► 2025 UDA International Design Competition Student Design Competition | Poster Design • Awarded bronze place for outstanding submission.

Education

► Bachelor of Graphic Design | University of Texas Rio Grande Valley Fall 2021 - Fall 2025

- G.P.A.: 3.9
- President List: Fall 2021 | Spring 2022 | Fall 2024

► High School Diploma | Lopez Early College High School Fall 2015 - Spring 2018

- Diploma: Visual Arts