

# ROCHELLE MATUS

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## Education

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**University of Houston**  
**Expected May 2024**  
Bachelor of Fine Arts in Graphic Design

**Lone Star College**  
**August 2023**  
Associate of Liberal Arts

## Skills

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- **Bilingual: English and Spanish**
- **Adobe InDesign**
- **Adobe Illustrator**
- **Adobe Photoshop**
- **Adobe After Effects**
- **Adobe Acrobat**
- **CSS & HTML**
- **Figma**
- **Microsoft Word**
- **Wordpress**
- **Fiery Print Software**
- **Print Production**

## Honors, Awards and Exhibitions

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**Beatrice Warde Scholarship**  
**Type Director's Club 2023**  
Sponsored by Monotype

**Graphic Alumni Partnership**  
**Scholarship 2023**  
University of Houston

**National Student Showcase**  
**& Conference 2023**  
Dallas, TX

**Fonts in Use Web Publication 2023**  
Kontour Typefoundry

**Blaffer Art Museum Student Show**  
University of Houston 2023,2024

**Transference Excellence**  
**Scholarship 2021-22**  
University of Houston

## Experience

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**Crest Printing | JAN 2023-CURRENT**  
Graphic Designer, Print Production Clerk

- Analyzed design briefs to ascertain project requirements.
- Conceptualized visually compelling designs aligned with client specifications.
- Conducted thorough testing of graphics across diverse media platforms.
- Incorporated feedback to refine and enhance design iterations.
- Cultivated strong client relationships, maintaining clear communication throughout project lifecycle.
- Operated printing software and equipment proficiently.
- Demonstrated expertise in print design best practices.
- Exercised meticulous attention to detail in fast-paced environments.

**HEB | AUG 2021-JAN 2023**  
Personal Shopper

- Provided exceptional customer service at all times.
- Addressed customer inquiries about products and company related inquiries.
- Adapted quickly to a fast-paced environment while maintaining efficiency.
- Maintained an organized workstation to ensure accurate order fulfillment.
- Conducted thorough quality checks on products to ensure high standards.
- Demonstrated meticulous attention to detail, ensuring orders were complete and accurate.

## Other Positions & Affiliations

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**AIGA Member**  
2021-23

**Exhibition Team Lead**  
GAMUT Senior Show, University of Houston 2023-24

**Type Directors Club Member**  
2023-Current