



Destiny Rivera

Graphic Designer

(484) 707-6508 destinyrivera.com destiny@destinyrivera.com

Education **B.A. Graphic & Interactive Design**
Moravian University, Bethlehem, PA

Experience **Digital Media & Print Designer**
Greater Easton Development Partnership June 2021-Present

- Partner with Communications and Marketing team to create the annual report, programs, posters, signage, postcards/flyers, brochures, newsletters, billboards, and social media graphics. Establish story/ad placement, overall art direction, and design.
- Design and traffic traditional print advertising and coordinate printing & mailing collateral.
- Set art direction and graphic standards for logo design and development for GEDP and sub brands.
- Collaborate with the Marketing and Communications Team in the conception, creation, and implementation of unique campaigns that support promotions, sponsorship goals, and other organizational activities.
- Maintain and organize library of graphics and photos; archive completed projects and files.

Freelance Social Media Designer
St. Luke's University Health Network April 2021-December 2023

- Coordinate with the Senior Graphic Designer and other members of the Social Media team.
- Design content for Instagram, Facebook, and LinkedIn.
- Design web ads and banners.
- Create content in-line with brand vision and standards

Skills

- **Adobe:** Illustrator, Photoshop, InDesign, After Effects, Acrobat, Premier Pro
- **Google:** Drive, Docs, Slides, Analytics, Meet
- **Microsoft:** PowerPoint, Word, Excel
- Bluehost, Wordpress, Monday.com, Basecamp, Mailchimp, SurveyMonkey, Zoom, Dropbox, Flickr