

Sylvia Cabrera

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SUMMARY

Graphic and **multimedia designer** with five years supporting arts, academic, and community programming through integrated print, web, email, social, and event communications. Creates accessible promotional materials, presentations, invitations, newsletters, forms, and production ready print files using **Adobe Suite**, **Google Suite**, Squarespace, HTML, CSS, and introductory JavaScript. Coordinates reviews with artists, faculty, students, administrators, vendors, media contacts, and community partners while managing overlapping timelines and confidential audience information. Maintains CRM records, segments outreach lists, organizes photography and media libraries, and troubleshoots routine web issues with **WCAG 2.1** practices in mind. Creative practice, video and audio editing, task management, and administrative follow through support clear communications across busy arts calendars and varied audiences.

EXPERIENCE

Graphic and Multimedia Designer

January 2025 - Present

Lakefront Arts Center

Milwaukee, WI

Lead visual production for exhibitions, workshops, performances, and public programs across print, web, email, **social media**, and presentation channels. Partner with artists, educators, staff, and community organizations while managing concurrent campaigns, accessible Squarespace content, CRM outreach, and reusable media assets.

- Led exhibition **campaigns** across print, web, email, and social channels, increasing program visibility.
- Designed posters, **invitations**, presentations, and digital graphics using Adobe Suite for **production** delivery.
- Built **Squarespace** pages and forms using HTML, CSS, and WCAG 2.1 accessibility practices.
- Coordinated asset reviews with artists, educators, staff, and partners, keeping overlapping projects moving.
- Segmented CRM contacts for **newsletters** and event outreach using documented email campaign workflows.
- Organized photography, video, design files, and templates into a reusable media library.

Communications Designer

May 2023 - December 2024

Midwest College of Art and Design

Milwaukee, WI

Produced communications for academic programs, student showcases, visiting artists, and campus initiatives. Managed Squarespace updates, accessible page testing, print production, segmented email materials, short form media editing, presentations, task requests, and confidential audience information.

- Produced academic program promotions and showcase materials using **Adobe Suite** across campus channels.
- Refreshed Squarespace content with **HTML** and **CSS**, improving accessible structure and page navigation.
- Prepared **print files** with bleeds, image quality, dimensions, and export settings for vendors.
- Developed newsletters and invitations from segmented lists while protecting confidential audience data.
- Edited short video and audio recaps using Adobe tools for social communications.
- Created **presentations** and informational materials while tracking requests through **task management software**.

Design and Communications Coordinator

October 2021 - April 2023

Riverbend Community Arts

Wauwatosa, WI

Supported classes, performances, exhibitions, and fundraising events through coordinated design, administration, web updates, partner outreach, and event planning. Maintained CRM records, media archives, presentation materials, and production schedules for recurring community programs.

- Created flyers, signage, social graphics, email visuals, and program materials for arts events.
- Updated website pages with HTML and CSS fixes, resolving simple interactive content issues.
- Applied introductory **JavaScript** to troubleshoot interactive website content for community program pages.
- Maintained **CRM** records and segmented invitations, **newsletters**, and partner outreach lists.
- Cataloged photographs and media files with naming standards and usage notes for recurring programs.
- Supported **event planning** with briefings, presentation slides, schedules, and partner follow up.

PROJECTS

Accessible Arts Program Web Hub 📅 2024

Created a Squarespace content structure for arts programming, including forms, accessible navigation, HTML, CSS, and reusable event information. Routine updates became easier for communications partners to manage.

Community Event Media Library 📅 2023

Built an organized archive for photographs, video, audio, design files, and usage notes. Clear naming supported faster reuse across newsletters, social campaigns, presentations, and event promotions.

Student Showcase Communications Kit 📅 2022

Developed a coordinated set of print files, invitations, email graphics, social assets, and presentation slides for an academic showcase with multiple contributors and deadlines.

LEADERSHIP & AWARDS

- Adobe Certified Professional recognition in Visual Design, awarded 2024 for demonstrated production and design capability.
- Google UX Design Certificate, awarded 2022 after completing user research, wireframing, prototyping, and usability coursework.
- Recognized by arts and academic teams for dependable campaign coordination, clear presentation materials, and organized media production.

EDUCATION

Bachelor of Fine Arts in Communication Design

University of Wisconsin Milwaukee GPA: 0

Coursework: Graphic design, typography, web design, communication strategy

2021
Milwaukee, WI

CERTIFICATIONS

- Adobe Certified Professional in Visual Design 📅 2024
- Google UX Design Certificate 📅 2022

TECHNICAL SKILLS

- **Adobe Creative Tools:** Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- **Google Workspace:** Google Docs, Google Slides, Google Drive
- **Web Content Systems:** Squarespace, content areas, web forms
- **Web Languages:** HTML, CSS, JavaScript
- **Accessibility Standards:** WCAG 2.1, accessible navigation, semantic structure
- **Customer Databases:** CRM records, contact databases, audience information
- **Email Communications:** newsletters, email promotions, list segmentation
- **Print Production:** bleeds, image resolution, export settings
- **Media Editing:** video editing, audio editing, Adobe tools
- **Task Management:** task management software, production timelines, deadline tracking
- **Presentation Materials:** presentation design, informational materials, briefing slides
- **Digital Asset Management:** photography archives, media libraries, reusable templates

SKILLS

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|---------------------|---------------|---------------------|--------------------|
| • Graphic Design | • Squarespace | • WCAG 2.1 | • Print Production |
| • Multimedia Design | • HTML | • CRM Management | • Video Editing |
| • Adobe Suite | • CSS | • List Segmentation | • Task Management |
| • Google Suite | • JavaScript | • Email Campaigns | |

PROFESSIONAL AFFILIATIONS

- Arts communications contributor supporting exhibitions, performances, workshops, academic programs, and community events.
- Creative practice participant focused on visual storytelling, multimedia production, accessible communication, and public programming.

LANGUAGES

- English (Native)
- Spanish (Proficient)

ADDITIONAL INFORMATION

Work Status : Authorized to work in United States. No sponsorship required.

REFERENCES

AVAILABLE ON REQUEST