



ELVY
NAVARRO

DESIGNER

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703.727.4149

SKILLS

Adobe

Photoshop
InDesign
Illustrator
After Effects
Premier

Figma

Design

Branding
Editorial Design
HTML & CSS
Illustration
Motion Graphics
Photography
Print Layout
Social Media Design
Video Editing
Web Design
Word Press
Infographics

Microsoft

Word
PowerPoint

Google Workspace

Google Slides
Google Sheets

Languages

Spanish
English

EXPERIENCE

Brand Designer | Choreograph | November 2021 - Present

- Supported two comprehensive brand refresh initiatives, updating the company website, internal SharePoint, brand collateral, social media assets, and branded swag, ensuring alignment with the company's evolving vision and strategy.
- Designed and implemented a company-wide internal SharePoint platform, streamlining access to templates, internal resources, and key updates for employees.
- Developed and managed multiple newsletter campaigns, including monthly internal updates, data services briefs, people & culture highlights, and company announcements, ensuring consistent messaging across the organization.
- Created and executed social media graphics to highlight events, infographics, quotes, holidays, awards, and blogs, driving engagement across multiple platforms.
- Partnered with the Executive Committee and CEO to design and deliver impactful town hall presentations and business pitch decks, contributing to successful stakeholder alignment and new business acquisition.
- Directed external design vendors in the production of logos, presentation decks, digital wallpapers, and newsletter templates, ensuring all deliverables adhered to brand standards and creative vision.

Graphic Designer | Abaco Strategy, LLC | January 2024 - Present

- Directed a comprehensive brand refresh initiative, encompassing updates to the company website, brand photography, collateral, newsletters, social media assets, and branded swag, ensuring a cohesive and modernized brand identity.
- Organized and managed an executive and brand photoshoot to authentically capture and showcase the company's culture, integrating the visuals across the website and company-wide collateral.
- Produced and directed a brand video highlighting the company's volunteer initiatives, showcasing corporate social responsibility on the website and social media platforms.
- Oversaw the development of the company website, including wireframing, content creation, design direction, and project management, delivering a fully functional, high-quality site within an accelerated timeline.

Graphic Designer | Verto Solutions | August 2019 – November 2021

- Created marketing collateral including brochures, app graphics, web banners for brand specific events such as leadership conferences.
- Collaborated closely with FEMA's executive leadership to create a video containing animations, transitions and special graphics for the virtual annual leadership conference reaching over 120 attendees.
- Managed social media account for I Love Pickles creating curated content for their audience, reaching over 66,000 followers.
- Conducted FEMA's soft rebrand project, transforming their original brand to a new exciting look while maintaining their core identity for their 112 member companies.

Graphic Designer | RLAH Real Estate | February 2018 – August 2019

- Continuously collaborated with over 200 agents from design requirements to design delivery of e-newsletters, postcards, brochures and other forms of media.
- Established partnerships with printing agencies to ensure successful delivery of print media facilitating the sale of luxury properties.
- Mentored junior media staff in the Adobe Suite, enhancing their design skills and efficiency.

EDUCATION

Bachelor of Fine Arts: Studio Art

May 2016 | James Madison University, Harrisonburg, VA

Graphic Design Post-Baccalaureate Certificate

December 2017 | George Mason University, Fairfax, VA