



AUBREY SALDAÑA (COOLER)

Lancaster, SC | 704•609•8478

aubreycoolercreative.com

aubreycoolercreative@gmail.com

DESIGN PROFICIENCY

Adobe Creative Suite

Illustrator, Photoshop,
InDesign, Acrobat

AFFILIATIONS

American Institute of Graphic Arts (AIGA)

Feb 2021 - Present

ADDITIONAL EMPLOYMENT

Postal Services Student Worker

Liberty University,
Lynchburg, VA

Aug 2019 - Aug 2020

Graphic Designer Student Worker

Liberty University,
Lynchburg, VA

Aug 2020 - Aug 2021

REFERENCES

Available upon request

Personal & professional

EDUCATION

Bachelor of Science in Studio and Digital Arts, Concentration in Graphic Design

Liberty University | Lynchburg, VA

Honors: Liberty University Honors Program, Dean's List (2019-2021)

Summa Cum Laude (2021)

RELEVANT EXPERIENCE

Graphic Designer (North America)

February 2024 - Present

Western Global | Pineville, NC

- Designed marketing graphics, product collateral, and sales enablement tools for the North American market
- Produced compelling digital & print creative assets within tight deadlines, from concept to completion, for various platforms
- Contributed to the development, management, and implementation of integrated marketing campaigns, working closely with stakeholders
- Collaborated globally with cross-functional departments to establish and deliver on campaign objectives while meeting product specifications

Graphic Designer

November 2021 - February 2024

NASCAR Enterprises, LLC | Charlotte, NC

- Worked directly with the Creative Manager, Senior Designer, and creative team in establishing conceptual and stylistic directions
- Executed the creative process, including but not limited to layout, illustration, typography, photography, production, and more
- Collaborated with social media teams in a fast-paced environment to create reactionary content that was accurate, timely, and engaging
- Ensured the look and feel of every deliverable was strategic, relevant, and visually appealing, while also in line with brand standards

Graphic Design Intern

May 2021 - July 2021

Billy Graham Evangelistic Association | Charlotte, NC

- Provided excellent quality layout and design for communications projects, producing detailed comps and mockups through completion of electronic graphic and layout files
- Communicated with production staff, directors, and executive managers regarding job specifications and presentations
- Executed photo color correction, composition, and design techniques