



## CONTACT

(571)230-5501  
ellaterran@ufl.edu  
[linkedin.com/in/ellaterran](https://www.linkedin.com/in/ellaterran)  
[ellaterran.com](https://www.ellaterran.com)

## EDUCATION

**UNIVERSITY OF FLORIDA**  
Graphic Design BFA  
Mass Communication Minor  
May 2024  
GPA: 3.93/4.0

## ACHIEVEMENTS

**OUTSTANDING SERVICE SCHOLARSHIP**  
School of Art + Art History, Fall 2023  
**UF COLLEGE OF THE ARTS DEAN'S LIST**  
Fall 2020 – Fall 2023

## SKILLS

BRANDING / LEADERSHIP / LAYOUT  
ILLUSTRATION / UI/UX / TYPOGRAPHY  
PRINT / SOCIAL MEDIA / CLIENT SERVICES



## SOFTWARE

ILLUSTRATOR / INDESIGN / PHOTOSHOP  
PREMIERE PRO / AFTER EFFECTS / FIGMA  
GOOGLE WORKSPACE / MS OFFICE  
MIRO / CANVA / CSS / CMS

## INTERESTS

MUSIC / FASHION DESIGN / SWIMMING  
SEWING / READING / CONTENT CREATION

## LANGUAGES

 **English:** Native  
 **Spanish:** Intermediate

## EXPERIENCE

**GRAPHIC DESIGNER** / Oct. 2023 – Present  
**LibraryPress@UF | University of Florida**

- Brainstorm, ideate, and create publication projects including books, covers, and flyers.
- Provide keen editing skills for spelling, grammar, and design consistency.
- Prepare images for publication, including formatting, permissions, and accessibility-related information.

**PROJECT MANAGER** / Jan. 2024 – Apr. 2024  
**Our Haus Design Fest | University of Florida**

- Orchestrated and led the conception and execution of a dynamic 3-day design festival for the 2024 graduating Graphic Design class at UF.
- Served as the primary point of contact for stakeholders, ensuring seamless coordination.
- Strategically managed timelines, meticulously tracking progress and leveraging proactive problem-solving.

**GRAPHIC DESIGN INTERN** / May 2023 – Aug. 2023  
**WANT Branding | Miami, Florida**

- Designed 20+ pieces of marketing collateral for clients like Cisco, Etnyre, and Qlik.
- Assisted in the development and execution of comprehensive brand identity projects, contributing to logo design, brand guidelines, and visual storytelling.
- Conducted market research and competitor analysis.

**STUDENT AMBASSADOR** / Aug. 2022 – Present  
**School of Art + Art History | University of Florida**

- Selected out of 300+ students based on academic and personal achievement to represent the SA+AH.
- Lead tours of ~30 prospective students and guests through the SA+AH facilities and equipment.
- Founded a mentorship program for freshman and transfer students to form a more inclusive community.

**LEAD ART DIRECTOR** / Jun. 2022 – Present  
**The Agency | University of Florida**

- Design and execute creative direction for clients like Disney, Best Western Hotels, and AnalogFolk.
- Oversee 30+ students in the Creative Department.
- Spearheaded the interior design for UF's first AI social listening lab, engaging over 3,000 UF students.
- Crafted a sales pitch deck within an ambitious timeframe for a prominent football event by Disney.

**SMALL BUSINESS CEO** / Mar. 2017 – Present  
**Bingelion LLC | E-Commerce**

- Sell handmade clothing and accessory designs on e-commerce platforms like Depop and Shopify
- Design and implement social media marketing campaigns via Instagram, TikTok, and Depop.
- Coordinate with Florida markets to serve as a recurring vendor and sewing instructor.