



EZRA TORRES


GRAPHIC DESIGNER

PERSONAL INFORMATION

718 · 954 · 0143

ezratorres33@gmail.com

ezratorres.com

  · ezratorres

PROGRAM SKILLS

Indesign

Illustrator

Photoshop

Acrobat

Paint Tool Sai

HTML & CSS

Word

Power Point

Excel

SPECIALTIES

Branding

Packaging

Editorial

LANGUAGES

English | Fluent

Spanish | Proficient

EDUCATION

NEW YORK CITY COLLEGE OF TECHNOLOGY

BFA Degree - Associate's Degree

Awards:

- Senior Project Finalist
- Dean's List

EXPERIENCE

FREELANCE BRANDING DESIGNER Nov 2017–Present

- Conceptualize, design, and create branding collateral, such as packaging, decks, illustrations, and infographics.
- Able to design within the brand's identity and maintain consistency of design across each project.
- Highly creative with the ability to think outside of the box and develop fun design concepts.
- Effectively presented work and articulately explaining design rationale for overall logo concept and branding.
- Partnered with several clients to understand their design needs, conveying their brand identity with accuracy.

ALZERINA JEWELRY Aug 2020–July 2021

Graphic Design Intern

- Researched, assisted, and presented new and innovative ideas to promote a creative marketing campaign.
- Conceptualized high-impact design for social media stories/posts, logo redesign, and monthly promotional graphics.
- Collaborated with colleagues on the development of campaigns and copy for weekly graphics.
- Assisted in the design and execution of email marketing campaigns that boosted customer interactions.
- Contributed to rebranding initiatives by creating the new company logo, resulting in their new modern brand identity.

MEJURI Aug 2023–Present

Floor Visual Lead

- Partner with our Visual Director to analyze key performance indicators and monitor stock levels to create productive sales.
- Managing sales floor operations, coaching, and providing feedback in the moment to support the sales team.
- Train employees to maintain brand standards for visual presentation, cleanliness, and organization throughout the store to ensure a consistent customer experience.
- Prepare for and implement seasonal merchandising presentations and manage new visual merchandising initiatives.

LENSCRAFTERS Nov 2021–Aug 2023

Team Lead - Head EyeCare Advisor

- Prepared daily work orders and instructions for grinding lenses and fabricating eyeglasses.
- Evaluated prescriptions in conjunction with clients' vocational and avocational visual requirements.
- Assisted clients in selecting frames according to style, color, ensure that frames are coordinated with facial/eye measurements, and optical prescriptions.
- Maintained records of customer prescriptions, work orders, and payments, and repair damaged frames.