

PORTFOLIO OF

**Catalina
Medrano
Miranda**

Creative and Designer

ABOUT

04

Biography | C.V. | Experience

SHOWCASE

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Print | Graphic | Concept | Traditional Art | Photo manipulation



BIOGRAPHY

I am a creative student in a technical field who has learned the importance of functionality as well as the prominence of an aesthetic image. I started off in elementary school doing doodles and drawings in traditional media, then decided to move onto the digital medium by learning to use Adobe Photoshop elements and Illustrator.

Ten years later, I've been practicing on both programs as new versions are released and I always try to keep up to every update, making my ultimate goal to take advantage of the immense power these programs have.

My vision is to create graphics, images and artwork that pleases not only my understanding of beauty, but that of others as well. I like to keep my designs as simple as possible and provide a freshness to my art by trying new techniques.

I've been engaging my time outside of studies with various jobs and roles. Environments include some of a design setting and some not, each playing a vital part in keeping me energized and motivated. I enjoy working both for an organization and also in my leisure on my work. It helps keep me focused and engaged in my practice.

I am confident with marketing student activities and understand the tone and pitch of many varying projects. I enjoy different styles and the challenge of working on official documents across to interesting student communications. I have worked on reaching a wide range of students and understand how to market towards difficult to engage students. I have experience working in an office. Answering the phones in a professional manner (previous FedEx customer support agent) and clerical duties such as copying, faxing, data entry, and emailing.

PROFILE

Mexican born,
Texas resident / student,
24 years old

DIGITAL SETUP

Apple / Microsoft environments,
Adobe Creative Suite 5.5 / 6,
Wacom tablet

Active Disciplines

Print,
Graphics,
Concept,
Branding

**EDUCATION**

2014 – 2016	University of Texas at El Paso, Computer Science BSc
2011 – 2014	El Paso Community College

Digital Setup: Apple / Microsoft environments,
Adobe Creative Suite 5.5 / 6,
Microsoft Office,
Wacom tablet

The way I understand Design - a discipline that requires careful consideration and a meticulous fusion of emotion and function - it is a must for me as a practitioner of the art to be able to justify every decision, for the designer is “a planner with an aesthetic sense” as Bruno Munari puts it. Whilst I am still in the first stages of my career, I am setting out with a goal of achieving this harmony. I want my work to be thorough, placing value on depth and quality for a smart, mature outcome. And I would love for you to observe this Portfolio with such criteria in mind.

It is very exciting to think that I can contribute to the shaping of our world and to its future through this industry. I also feel great fortune for finally being able to find what inspires me and feeds my passion, and my success (or failure) here is something I am more than happy to be responsible for.

Thank you for considering me.

EXPERIENCE

Most of my experience lies in single projects with a set theme, but when given free reins on the design, I try to innovate from previous works.

I have learned to work with set deadlines and constant timetables, such as weekly projects that had to be fresh, yet kept similar enough to form part of a set. The work experiences listed here have taught me the importance of discipline in the workplace as they required me to administer my own time as a freelance solo artist and as a member of a team.

Center for Excellence in Teaching and Learning (CETaL)

Print and Digital Designer

Working on commissioned projects with the University of Texas at El Paso to produce online and print materials.

The most recent project was designing the 2016 Sun Conference on Teaching and Learning Program Guide, which was given to the attendants of the conference (over 250 professors and instructors of different disciplines and schools).

Diverse work ranging from web assets, such as banners and buttons; iconography, layouts for print and graphics. Working with the department and helping to develop their branding guidelines.

Working with the department to produce visually attractive and informative brochures, flyers and materials for talks and meetings to encourage professor involvement in CETaL's activities.

El Paso Independent School District

Computer Technician Intern

Working on a wide array of platforms and services inside the school district. Installing networks, maintaining hardware and software. Running training sessions for teachers and staff and helping non-computer literate people feel confident with their software and systems.

Working within short deadlines and managing infrastructure development on site.

Working in the maintenance and update of over 3000 iPads used in classrooms across elementary schools, middle schools and high schools.

Troubleshooting various issues between teachers and the different hardware used in classrooms, such as printers, projectors, laptops and other tools.

Replacing and setting up new computer systems in classrooms and laboratories as well as making sure of the appropriate disposal or transfer of old equipment.

Freelance

Self-employed, Photo Retouching

Working with clients on re-touching photos from professional shoots.

Fixing lighting, removing blemishes, removing or adding elements from photographs and making composites from multiple photographs.

Replacing backgrounds, fixing blurring issues and fixing flash or other lighting anomalies.

Enhancing or correcting color balances in pictures, removing unwanted elements from backgrounds and enhancing the appearance of the subjects of different kinds of photographs, such as personal portraits, landscapes, or group photographs.

Keeping consistency in lighting and color balance in photographs taken in sets of up to 20 photographs.

Safran Labinal Power Systems

English tutor

Teaching management professionals in the aeronautical assembly industry accelerated English.

Capacitating them in the usage and helping them how to engage comfortably in both professional and casual English conversation with native speakers. Focusing on vocabulary expansion and avoiding the use of slang terminology, therefore enhancing their language capabilities.

Creating and administering written and oral examinations. Designing a curriculum timetable suitable for senior management and leading the group.



SHOWCASE

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Print

Posters, Booklets, Flyers

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Graphic

Graphics, Web, Illustration

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Traditional Art

Paintings, sketchings, watercolors

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Concept

Product design

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Photo Manipulation

Compositions, retouching, editing

SHOWCASE:

1. PRINT





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Mar.2016

2016 International Sun Conference on Teaching and Learning Conference Image and promotional materials

Layouting, photo editing, graphic design

The theme for the 2016 Sun Conference was “Teaching and Learning Experientially”. The image design was based on the idea that flying is possible through experience, hence the pictures of hands-on learning inside

of flying paper cranes.

The main constraint of the design was to use a 4 color palette for the general design, red, white, black and gray. A sans-serif font was used to provide a modern and simplistic feeling to

the material.

The promotional material had to be concise and provide the necessary information on the conference.

The tone and design of the booklet was to be



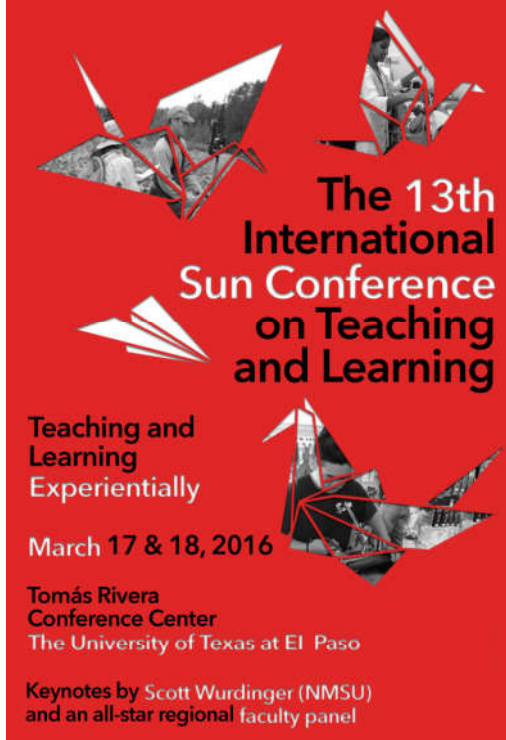
**Keynotes by
Scott Wurdinger (MNSU)
and an all-star regional
faculty panel**

Submit your proposal
by **December 18, 2015**

**The 13th
International
Sun Conference
on Teaching
and Learning**

Teaching and Learning Experientially

March 17 & 18, 2016
The University of Texas at El Paso




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Tomás Rivera
Conference Center
The University of Texas at El Paso

Keynotes by Scott Wurdinger (NMSU)
and an all-star regional faculty panel




**The 2016 International Sun
Conference on Teaching and Learning**

The Center for Excellence in Teaching and Learning
is pleased to present the

**2016 Harry J. Meeuwssen Scholarship
Of Teaching and Learning Award**

to
Guillermina Gina Núñez
for her paper
"Engaging Scholarship with Communities"



Lawrence Lesser, Ph.D.
Director, CET&L

informative and easy to read as it was a text-heavy document in several pages. The other constraint was that it was to be done in grayscale except for the covers and their inner sides.

The image of the conference was to be colorful and pop out, as the event was carried inside a big building with many people inside that were not necessarily attending the conference itself, therefore the material had to stand

out and guide attendees from the entrance of the building towards the rooms in which the conference was taking hold.



Mar.2015

2015 International Sun Conference on Teaching and Learning Conference Image and promotional materials

Layouting, photo editing, graphic design

The theme for the 2016 Sun Conference was “Educating the 21st Century Student“.

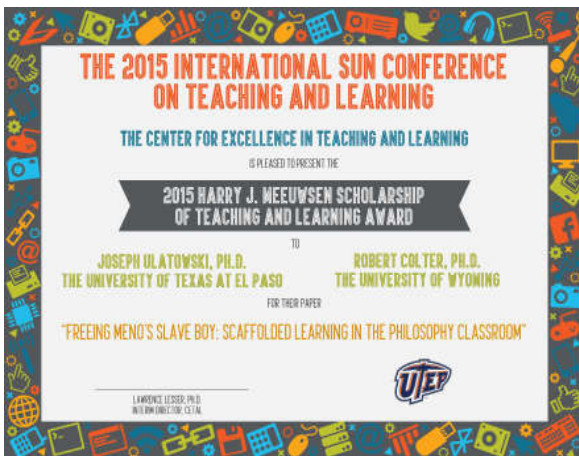
The design came from the incorporation of colorful icons of technology-reminding objects and devices

pressed together into a big image of different school related materials, such as a graduation cap, a pencil, a book, and a ruler.

The icons were drawn in 5 different colors and placed on a gray

background so they could be more easily distinguished from each other despite them being cluttered together.

The promotional material had to be concise and provide the necessary information



on the conference.

The tone of the design was for it to be colorful and reminding of the exciting nature of both teaching and learning.

pages, and text was not that abundant, therefore a more colorful and playful design was allowed.

The booklet was printed in full color on all

SHOWCASE:
2. GRAPHIC





Feb.2016

**Miners Cyber
Security Club
A4 flyer**

Layouting,
Design of graphics and
setting up of poster
template.

Poster design made to invite students and prospective members of the club to the first ever meeting of the Miners Cyber Security Club.

The poster featured dark metallic textures

with neon-like lettering that popped out with the Club logo in the corner.

The poster contained the necessary information to inform the students of the time and place of the meeting,



Poster design made to invite students and prospective members of the club to the first meeting of the semester, of the Computer Science and Information Technology ACM student chapter of the El Paso Community

College.

Thematic poster featuring retro style graphics and typefaces, as well as featuring a vintage photograph, all used to enhance the stylistic theme and the visual appeal of the

poster.

The poster contained the necessary information to inform the students of the time and place of the meeting, as well as the topics to discuss in said meeting.

Jan.2014

**CSIT ACM Student
chapter EPCC
A4 flyer**
Layouting,
Photography editing,
Writing



Nov.2014

**NeceCETaL
t-shirt design**

**Usage of typeface sizes
and vector software.**

Promotional t-shirt design featuring the slogan "Teaching is a journey that matters", followed by the made up word "NECECETaL" which is a play on the word "Necesita" ("need" or "needs" in Spanish) and the name of the

department "CETaL".

The compass is painted blue to accompany the word "journey" within the slogan and the parts "NECE" and "CETaL" are different colors to make the separation of the two easier.



T-shirt designed for the use of the Computer Science and Information Technology ACM student chapter of the El Paso Community College.

The design emerged from a fusion between

a stencilized picture of Elizabeth Taylor, with the image of the Greek Mythology gorgon Medusa, making a play of words in the title of this piece between the name Medusa and the acronym USB.

The theme was requested to be computer science or information technology related, hence the usage of USB ports instead of snake heads at the tips.

Apr.2014

**MedUSB
t-shirt design**

Usage of
Vector software
creative graphic design

SHOWCASE:

3. TRADITIONAL ART





Jan.2015

**Lago en el cielo
20x 32” painting**

acrylic paint,
origami paper boats

Painting made for my personal enjoyment.

The title of the piece means “Lake in the sky”, the title of a song by Artist Gustavo Cerati.

The piece features a tree silhouette with a

“flock“ of flying paper boats.

The biggest challenge in this piece was mixing the colors to obtain the exact shade of blue that I wanted.

7 coats of blue paint

were necessary to obtain a uniform blue background.



This piece was commissioned work.

A photograph was given and I was asked to replicate it in a stencil like style, using a layering technique.

The piece took

approximately 18 hours to complete, including the sketching.

This piece was done in typical layering order, the first layer to be painted was the lightest shade of gray, then the second shade of gray

and finally black.

Two layers of paint were needed for each shade of gray to achieve complete saturation, and three were needed for the black areas.

Sep.2014

Gustavo Cerati
20 x 32" painting

Acrylic paint

SHOWCASE:
4. CONCEPT





Apr.2013

**Bonjour / Bonsoir
Tea boxes**

Product concept,
Product rendering

I was given the task of designing packaging for a brand of tea that came in slightly different packaging for different blends, with minimal things like the color palette to differentiate between each blend.

As a fan of tea, I decided the best implementation of this idea would be to make a single brand with two main blends: one for the morning and one for nighttime.

Thus the concept of a cup of tea that repre-

sented “good morning” and “good night” was born.

The biggest challenge in this piece was to keep the changes between the packaging minimal. I allowed myself to change the graphics in



the front of the packaging, seeing that each blend would be based in a different main ingredient; chamomile for the morning and lavender for the night.

alternatives for the names of the blends themselves, since they exactly represent in one recognizable word what the purpose of the blend is.

Bonjour and Bonsoir showed up as good

SHOWCASE:

5. PHOTO

MANIPULATION





Oct.2011

Family Photo composition

Photo editing, manipulation, retouching and light enhancing.

The pictures in page 32 were all taken in attempt of a group portrait, however failing to satisfy the family.

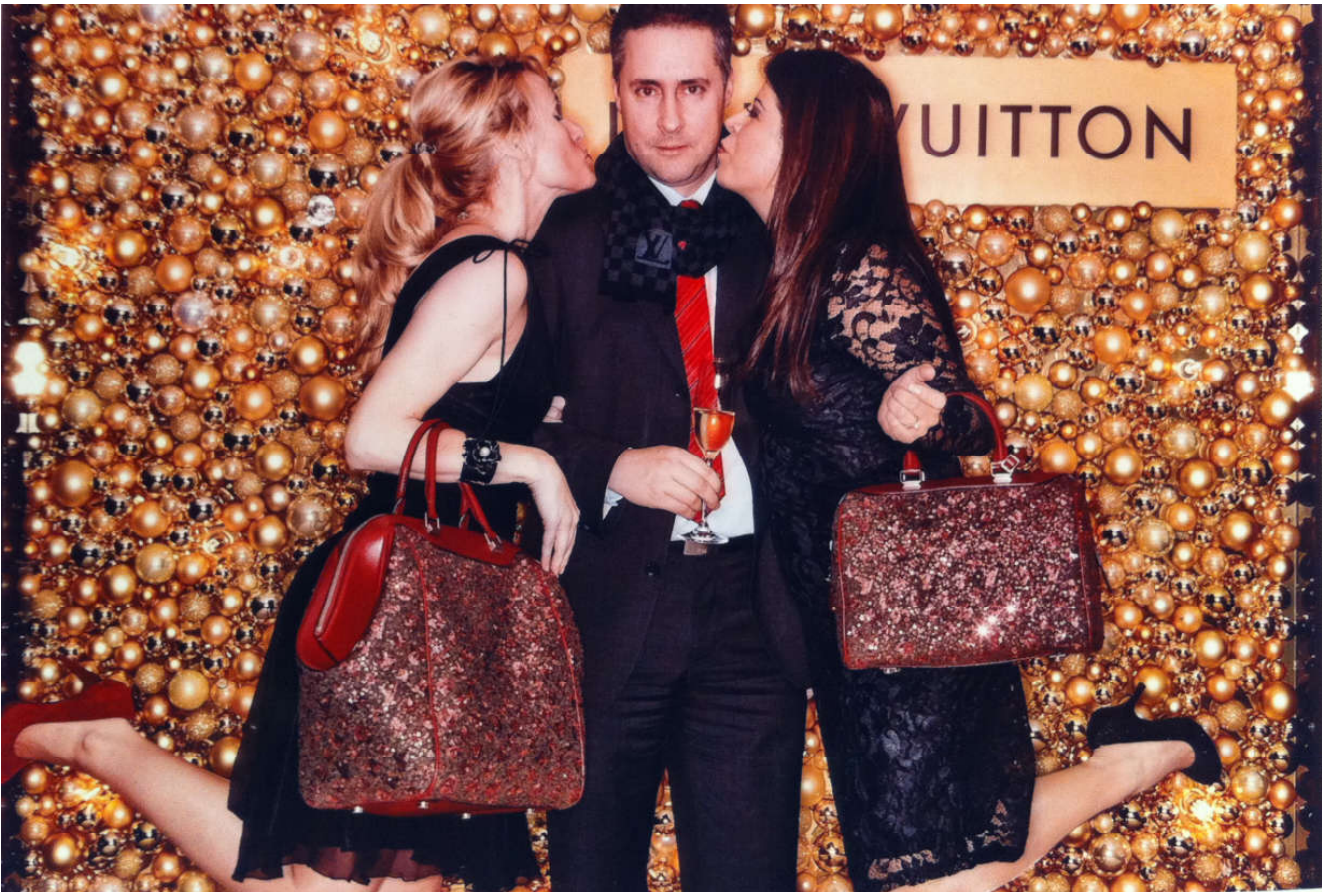
The different pictures feature bad timing for the children and in some the parents as

well. The job was to take the best picture for each person and put them all in a single photo to generate a satisfactory family portrait that matched the expectations of the client.

After several cutting of different subjects, adjusting the lighting to keep consistency throughout the image, and fixing minor blemishes and blurring, the final product shows the smiling faces of the parents as well as



their children. Different cutting and pasting techniques were used to achieve the best result at matching backgrounds and making sure the picture looked as natural as possible.



Nov.2011

Louis Vuitton showcase

Photo editing, manipulation, retouching and light enhancing.

The picture to the right was the original picture, featuring two ladies posing with Louis Vuitton bags and kissing the man in the middle.

The request was to crop out the lady in the left and move the

sign towards the right, as well as make it a composition so that it looked like an advertisement.

Several things were tried in order to achieve this, however the intricate back-

ground proved to be a challenge to overcome.

The background was copied from other parts of the picture and duplicated, as well as flipped over and in some parts drawn by hand to make sure it didn't seem



cloned from other parts of the picture.

The sign was cut out from the background and repositioned. the letters that were not visible in the picture on the left were hand drawn to achieve the

exact similarity of the typeface, the same was done to the pale background behind the letters.