

Lorena Mitchell

I am a Digital Media Creative well versed in digital media marketing. Some of my skills include illustration, animation, print, and packaging design.

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EXPERIENCE

Phonoscope, Houston TX — Studio Assistant and Graphic Designer

SEPTEMBER 2017 - Current

Design graphics for commercials, editing and encoding videos for future programming, scheduling channel lineups, creating and categorizing a database for the video library.

Rena Does Art, Houston TX — Freelance Designer

AUGUST 2017 - Current

Collaborating with local female small business owners to design illustrated and animated avatars, develop print marketing materials, and establish overall look and feel of their brands.

Harris County Protective Services, Houston TX — Communications Intern

MAY 2016 - AUGUST 2017

Created animations and graphics for social media platforms, collaborated with multiple departments to cover company events, developed and lead employee trainings, tracked analytics and managed social media accounts, designed print and promotional materials.

EDUCATION

University of Houston, Houston TX — B.S. Digital Media

AUGUST 2014 - MAY 2017

GPA 3.6

Lone Star Cy-Fair, Houston, TX — A.A.S. Visual Communications

AUGUST 2013 - MAY 2014

PROJECTS

Website Development — Brown Girlz R Educated 2017

Created an appropriate look and feel for a non-profit organization's website, designed site banners and graphics, wrote copy for all pages, devised email marketing campaign.

Summer Safety Campaign — Social Media Campaign for HCPS 2016

Produced animated shorts about child safety for Facebook and YouTube, established a "summer safety tips" campaign for Pinterest and Twitter.

SKILLS

Platforms Adobe Creative Cloud, ESKO, Autodesk Maya, Microsoft Windows/Office, Apple OS

Programming HTML, CSS, Dreamweaver, MATLAB

AWARDS

3rd Place Documentary/
Informational Video Red Vid
Fest 2017

Best of Category Print and
Design Printing Industries of the
Gulf Coast 2016

Lean Six Sigma Certified
University of Houston 2016

Dean's List University of
Houston 2014-2017

Best Design Lone Star Cy-Fair
Student Show 2014

Provost Scholar Georgia
Institute of Technology 2012

LANGUAGES

English- fluent, French- written

PUBLICATIONS

Mitchell, L. (2017). Stop Motion Animation and 3D Printing: Does it Improve the Process? (J. Waite, Ed.D.). *GCEA Visual Communications Journal*, 53 (Fall), 2nd ser.