



Janet Torres

ASSOCIATE

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EXPERIENCE OVERVIEW

Janet is a Graphic Designer responsible for providing practical solutions for a wide range of projects; transforming clients businesses into solid brands. From concept to execution and implementation, Janet is committed to help brands communicate effectively, creating an emotional connection that translates in brand value. Creating appealing digital media content, Janet designs a variety of social media posts and advertisements according to fulfill clients' needs.

Recently, in collaboration with the OS creative team, she helped bring tangible solutions to a wide portfolio of clients including: Fort Bend County, Harris County Flood Control District, Workforce solutions. Conceptualizing ideas and producing eye-catching deliverables, such as social media ads, flyers and mailers, Janet helps push fresh content that creates brand awareness and social media engagement.

In addition, Janet is a skilled web designer that both creates and improves functional websites. From creation of content to structuring and designing wireframes. Prior to working with Outreach Strategists, Janet worked for an agency that specialized in web content and development, building robust skills on web design and implementation.

Janet is a volunteer and member of Taller Serendipia, a non-profit organization that designs and creates free hand and leg prothesis for the underserved population of Jalisco, Mexico.

RELEVANT WORK EXPERIENCE

- **Fort Bend County** | January 2020 – Present

A digital strategy was developed for the Census 2020 campaign where digital content is created for social media and print media to communicate to people about the census and to motivate them to answer it.

- **Harris County Flood Control District** | October 2019

Designed digital and print media content, including social media posts and marketing collateral such as door hangers and flyers.

- **Workforce Solutions- Houston-Galveston Area** | December 2019

In collaboration with the client and the creative team, designed effective social media posts for the National Disability Employment Awareness Month.