



## Priscila Bojórquez

ASSOCIATE

priscila@outreachstrategists.com

### EXPERIENCE OVERVIEW

Priscila is an Integrated Design senior student with a specialization in Graphic Design. Priscila uses her creativity to help in the creation of promotional material, advertising campaigns and digital content to communicate the client's message in the most innovative and effective way.

Recently she worked with the internal team in the redesign of Outreach Strategists brand identity, bringing a fresh, corporate look to the brand and the different applications. Priscila has a keen ability for the logo design process, from creating the design brief to brainstorming and conceptualization. Her out-of-the-box thinking and creativity inspires possible visual representations of companies.

Before joining Outreach Strategists, Priscila worked first as a freelancer mostly in branding, later she worked for almost a year in a Marketing Agency in Guadalajara as a Graphic Designer, her main role was creating social media content, but she also worked in the brand identities for many of these clients, designing other marketing collateral for them.

### RELEVANT WORK EXPERIENCE

- **Fort Bend County** | March 2020- present

In collaboration with the Fort Bend County and following the 2020 Census the US bureau guidelines, helped design the 2020 Fort Bend Census brand identity and strategic campaign. Created a variety of flat ads and gifs both in English and Spanish.

- **Harris County Project Recovery Harvey** | January 2020- present

Helped conceptualize and design a wide variety of marketing collateral including flyers, brochures, infographics and power point templates, maintaining a cohesive brand identity throughout deliverables.

- **Workforce Solutions - Houston-Galveston Area** | January 2020

Revised brand identity and different applications to create social media posts that contribute to the overall appreciation of the brand.

- **Fundación Beckmann A.C. & ITESO** | January - May 2019

She worked in collaboration with ITESO and one of the biggest brands of Tequilas in México: Jose Cuervo. With their non-profit organization located in Tequila, Jalisco, where the mission is to support local craftsmen and provide them with tools and knowledge so they can start their business themselves. Priscila helped building brand identities for some of these small businesses.