



DYNA RIVERA

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DYNARIVERA.COM

SKILLS

ART DIRECTION

EXHIBITION DESIGN

IDENTITY DESIGN

LOGO DESIGN

BRANDING

UI/UX

ILLUSTRATOR

INDESIGN

PHOTOSHOP

XD

A+ CONTENT

IMAGE EDITING/RETOUCHING

AFTER EFFECTS

DREAMWEAVER

KEYNOTE

LIGHTROOM

POWERPOINT

WEB DESIGN

MOTION GRAPHICS

PHOTOGRAPHY

MAGAZINE DESIGN AND LAYOUT

MORIKAMI MUSEUM & JAPANESE GARDENS

March 2019 - Present | Lead Designer

- Orchestrates museum's design vision and strategy, ensuring brand coherence and innovation.
- Maintains, extends, and elevates brand identity, style guidelines, and visual aesthetics.
- Manages design projects effectively, ensuring timely delivery and high quality.
- Ensures consistent creative messaging across multiple platforms (print, digital, events).
- Creates unique visual identities and immersive experiences for museum-branded events and products.
- Develops compelling digital/print content for diverse marketing channels.
- Collaborates with departments to design specialized collateral (membership, education, retail).
- Facilitates cross-functional design reviews and fosters internal/leadership collaboration.

PROMETHEAN WORLD

December 2021 - March 2023 | Contract Graphic Designer

- Designed engaging marketing materials for print and digital platforms.
- Utilized design thinking to contribute to problem-solving and design discussions.
- Led creative efforts for cross-departmental internal rebranding projects.
- Conceptualized and executed logos for corporate and special events, ensuring brand consistency.
- Developed professional assets such as brochures, flyers, and training materials.
- Maintained templates and documented detailed specifications as needed.

KAUFMAN LYNN CONSTRUCTION

October 2018 - March 2019 | Graphic Designer

- Lead the creative process for various projects including proposal copy, brochures, award submissions, advertisements, special events and other marketing collateral.
- Conceptualized and executed company's 30th anniversary branding.
- Conceptualized and implemented creative for company's intranet platform.

FREELANCE GRAPHIC DESIGNER

2021 | BOLD ENTERPRISES, AR

2018 - 2020 | LOYOLA MARYMOUNT UNIVERSITY, CA

EDUCATION

2021

Full Sail University, Winter Park, FL
Bachelor of Science | Graphic Design