

# LEO ESCOBAR

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## **INFUSION COFFEE & TEA** — GRAPHIC DESIGNER

AUGUST 2023 – NOVEMBER 2024

- Designed and produced marketing collateral for wholesale and B2B clients, including brochures, menus, and product guides.
- Created print materials to elevate in-store experience and support seasonal or event-based brand campaigns.
- Directed and executed photoshoots for seasonal promotions and product launches, producing assets for print and digital use.
- Developed cohesive packaging systems for coffee and tea products, supporting brand consistency.

## **ASU: GRAPHIC DESIGN STUDENT SENIOR ASSOCIATION** — SENIOR CLASS OFFICER

AUGUST 2022 – MAY 2023

- Partnered with student leaders and faculty to coordinate large-scale design events, including exhibitions and fundraisers.
- Managed budget allocation, vendor coordination, and logistics for 3+ student-led events.
- Facilitated weekly planning meetings and oversaw communications for a 40+ member design class.

## EDUCATION

### **ARIZONA STATE UNIVERSITY** — BACHELORS OF SCIENCE: GRAPHIC DESIGN

AUGUST 2018 – MAY 2023 | GPA: 3.7 MAGNA CUM LAUDE

### **ARIZONA STATE UNIVERSITY** — CERTIFICATE: SALES & MARKETING ESSENTIALS

## SKILLS

**Design Tools:** Adobe Creative Suite: After Effects, Illustrator, InDesign, Photoshop.

**Design Foundations:** Branding, Typography, Layout, Color Theory.

**Mediums:** Digital & Print Design, Packaging, Social Media, Photography.