



Evelin Gonzalez Padilla

Brand Identity + Product Designer

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## EDUCATION

- 01.2023  
04.2026  
**ArtCenter College of Design**  
**Pasadena, CA**  
Bachelor of Fine Arts in Graphic Design  
Specialization: Brand Identity and Product Design
- 03.2026  
**Adobe Design Storm**  
Present innovative ways to advance the user experience and bring to life the design process of tomorrow.
- 07.2018  
05.2022  
**Chaffey College**  
**Rancho Cucamonga, California**  
Associate in Arts, Graphic Design for Digital Media

## EXPERIENCE

- 02.2026  
05.2026  
**Teaching Assistant**  
**ArtCenter College of Design**  
**Pasadena, CA**  
Assistant for Tracey Shiffman's Publication Design course, supported students with layout, typography, and visual storytelling, while assisting with critiques, project development, and production workflows.
- 08.2022  
05.2026  
**Barista**  
**Starbucks Corporation**  
**Pasadena, CA**  
Prepared and served high-quality beverages in a fast-paced environment while delivering friendly, attentive customer service. Handled transactions, maintained inventory and collaborated with team members to uphold company standards.
- 08.2025  
10.2025  
**Freelance Graphic Design**  
**Mar Ventures Inc.**  
**Long Beach, CA**  
Created a small branded publication that built on the existing visual identity while elevating the brand's overall visual strategy and design language.
- 07.2024  
01.2025  
**Teaching/Lab Assistant**  
**Archetype Press, ArtCenter College of Design**  
**Pasadena, CA**  
Coached and supported letterpress printing classes and maintaining studio operations; assisted students with technical processes, ensured an organized and functional workspace, collaborated with teams to meet project deadlines.
- 05.2023  
06.2024  
**Department Assistant Humanities & Sciences**  
**ArtCenter College of Design**  
**Pasadena, CA**  
Coordinated departmental activities by managing schedules, supporting faculty, and ensuring the smooth operation of academic functions.

## RECOGNITION

- 2026  
**Leah Hoffmitz Milken Scholarship for Letterform Design**  
Epoch Roman, Font Design
- 01.2023  
05.2026  
Martha Chandler Scholarship  
The Michael K. Shinoda Endowed Scholarship  
ArtCenter Undergraduate Scholarship
- ArtCenter College of Design, Pasadena, California
- 09.2024  
05.2026  
**ArtCenter College of Design South Campus Gallery**  
Epoch Roman (Font Design)  
Colonial Echoes (Exhibition Design)  
Sazón (Brand Identity)  
*Mexhican no Mestiza* (Publication)

## EXPERTISE

- Working knowledge**  
Adobe Cloud, Figma, Keynote, Procreate, Miro, Excel, ChatGPT, Claude AI, Gemini, Copit, Basecamp, Notion
- Familiar**  
MadMapper, After Effects, p5.js, Processing, basil.js.
- Skills**  
Art direction, identity development, book design, social media marketing, deck building, UI/UX
- Craft**  
DSLR photography, editing/retouching, laser cutting, letterpress, calligraphy, font design, physical computing, embroidery, Modeling (wood, plastic, acrylic)
- Languages**  
English, Spanish

## INTEREST

History fanatic, cooking enthusiast, poetry writer, competitive board game player, music and film lover.

Reference Available Upon Request.