

Leonel Salgado

Digital Media Specialist | Graphic Designer

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Summary

I design with intent: to attract attention, communicate ideas, and elevate people and brands. I enjoy turning concepts into visuals that are not only engaging, but also purposeful and memorable. With experience in branding, marketing, print, and digital design, I bring creativity and strategy to my work. As always, I am looking to learn, take on new challenges, and grow as a designer.

Skills

Print design

Photo editing

Typography

Branding

Wireframing

Layout

Experience

University of Houston Division of Energy

Graphic Designer (July 2025 – August 2026)

- Coordinated with the communications team to develop, review, and finalize projects.
- Created visual materials tailored to students, faculty, industry professionals, researchers, and investors.
- Designed a variety of print and digital materials, including T-shirts, flyers, digital badges, certificates, brochures, banners, posters, graphics, white papers, and an academic program book.
- Managed multiple projects and sometimes met tight deadlines and turnarounds in a professional team environment.

Tools

Adobe Creative Cloud

- InDesign
- Illustrator
- Photoshop
- Lightroom Classic
- Premiere Pro

Microsoft 365

Kindle Create

Canva

Figma

University of Houston DigiMarketers

Graphic Designer & Marketing Director (December 2024 – May 2026)

- Collaborated with fellow officers in a team structured like a small marketing agency to plan and promote guest speaker seminars, agency tours, and marketing workshops while strengthening design and teamwork skills.
- Started as the Graphic Designer, creating flyers and social media graphics to promote club events and activities.
- Promoted to Marketing Director; developed newsletters and semester-based brand guidelines, and oversaw marketing materials created by fellow officers.

Education

University of Houston

B.S. in Digital Media (2026)

Minor in Technology
Leadership & Innovation
Management (2026)

Lonestar College

Associate of Arts (2023)