

# JOHANNA TORRES

## STRENGTHS

### 💡 STRATEGIC DESIGN THINKING

I align design with client goals and audience needs, creating visuals that solve problems and drive brand growth.

### ⊗ ADAPTABILITY

I deliver cohesive brand experiences across digital, print, and physical media while maintaining consistency.

### 🕒 PROJECT OWNERSHIP

I manage projects end-to-end, keeping clients informed and translating feedback into high-quality, on-time results.

## SKILLS

**ADOBE CREATIVE SUITE** (ILLUSTRATOR, PHOTOSHOP, INDESIGN, AFTER EFFECTS, FIREFLY AI)  
**BRANDING • ART DIRECTION**  
**WEB DESIGN • UI/UX • WEBFLOW**  
**SQUARESPACE • WIX • FIGMA**  
**MOTION GRAPHICS • CONTENT CREATION • SOCIAL MEDIA DESIGN • PRINT AND DIGITAL ENVIRONMENTAL GRAPHICS**

## CERTIFICATIONS

📄 **CONTENT CREATION:  
STRATEGY AND TOOLS**

📄 **LEAD GENERATION:  
SOCIAL MEDIA**

## LANGUAGES

**SPANISH & ENGLISH — FLUENT**  
**GERMAN — BEGINNER**

## SENIOR GRAPHIC DESIGNER

✉ [joha@volcanicadesign.com](mailto:joha@volcanicadesign.com)

🌐 [www.volcanicadesign.com](http://www.volcanicadesign.com)

📍 **Dallas, TX**

## SUMMARY

Creative and detail-oriented **Senior Graphic Designer** with experience leading branding, web, environmental, and marketing design projects across digital and physical spaces. Skilled in developing cohesive brand systems, managing creative direction, and delivering high-impact visual solutions from concept to execution. Experienced in collaborating with clients, architects, developers, and cross-functional teams to **create strategic, visually compelling work that strengthens brand identity and audience engagement.**

## EXPERIENCE

**Director of Graphics** **2023 — present**  
**Create Atelier** — Architecture & Branding Studio **Dallas, TX**

↳ **Promoted from Jr. Art Director to Director of Graphics after two years of leading creative direction across branding, digital, and environmental design projects.**

Lead all in-house graphic design, branding, and digital content initiatives for an architecture and branding studio serving both internal and external clients. Manage projects from concept through execution, creating cohesive visual systems across web, print, signage, murals, social media, and marketing campaigns.

- Managed client communication, creative direction, and project execution while aligning deliverables with business goals and timelines.
- Designed and launched websites using Webflow, Squarespace, and Wix while collaborating with architects and creative teams to maintain cohesive brand experiences.

**Graphic Designer & Illustrator** **2020 — 2023**  
**PioneerRx** — Independent Pharmacy Software **Irving, TX**

- Designed digital, print, and event marketing materials that strengthened brand recognition and improved visual consistency across platforms.
- Led branding and creative production for ConnectConference 2023, including signage, presentations, promotional assets, and environmental graphics.
- Designed and optimized websites including PioneerRx, PSR.com, and RxLocal to improve user experience, engagement, and SEO performance.
- Created motion graphics, advertising campaigns, trade show displays, and social media content for RxLocal and Catalyst Pharmacy Podcast.

**Art Director Intern** **SUMMER 2019**  
**DIESTE inc.** — Advertising Agency **Dallas, TX**

- Collaborated with the creative team to develop campaign assets, packaging, and social media content for brands including TX Whiskey, Goya, Pollo Campero, and Pizza Hut.
- Assisted in concept development, brand execution, and advertising design across digital and print campaigns.

## EDUCATION

**B.F.A Graphic Design** **2016 — 2020**  
**SAVANNAH COLLEGE OF ART AND DESIGN** **Savannah, GA**

Graduated Summa Cum Laude | GPA: 3.9 | Dean's List Student 2016 - 2020