

ADELE CARDENAS

Denver, Co | (970) 673 - 2050 | adelemcardenas@gmail.com | www.ac.com

EDUCATION

University of Colorado Denver - B.F.A in Digital Design

Expected graduation : 2027

SKILLS

- **Core Visual Skills:** attention to detail, visual hierarchy, composition, color theory & coordination, concept development
- **Technical:** brand Identity, typography, layout design, visual systems, digital illustration, social media graphics, marketing materials
- **Software:** Adobe Illustrator, Photoshop, InDesign, Premiere Pro, After Effects; Figma; Procreate
- **Professional:** time management, client relations, communication, problem solving, creative direction, art direction, small business branding, content strategy, customer experience, design research

EXPERIENCE

Co-Owner and Designer - [Manic Pixie Thrift](#)

Denver, CO | 2023 - present

- Co-run a secondhand clothing business focused on curated vintage and sustainable fashion.
- Lead brand identity, visual direction, and all graphic design for the brand.
- Create promotional materials including social media graphics, product photography, packaging assets, and event collateral.
- Support day-to-day operations: inventory management, customer communication, booth/event setup, online listings, manage rental booth at Show Pony Vintage LLC

Freelance Brand Identity Designer

Denver, CO | 2023 - present

- Develop visual identities for small businesses, creatives, and start-up brands.
- Deliver full brand systems: logos, color palettes, type systems, social templates, and brand guidelines.
- Conduct client discovery sessions to understand values, mission, and design direction.
- Manage project timelines, deliverables, and revisions independently.