

Kevin Cortez

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Brand Designer

Dedicated Brand and Visual Designer with 4+ years of experience creating and leading digital and print design projects. Expertise in brand identity, visual systems, art direction, and visual storytelling. Proven ability to manage multiple projects, collaborate cross-functionally, and deliver consistent, high-impact design solutions.

Professional Experience

The TransLatin@ Coalition – Brand & Visual Lead

October 2023 – Present

- Designed digital and print assets year-round for campaigns, newsletters, brand collateral, and social media.
- Created bilingual (English/Spanish) brand identity across web, print, and social platforms, doubling our follower count.
- Designed brand systems for fundraising campaigns that raised over a million dollars combined.

PacLights – Senior Graphic Designer

January 2023 – May 2023

- Led creative for multi-channel marketing and advertising campaigns supporting brand awareness.
- Designed conversion-focused assets across social, email, print, and digital advertising.
- Collaborated with marketing and sales teams to execute consistent, on-brand campaigns.

California State University, Los Angeles – Graphic Designer

December 2021 – January 2023

- Created 100+ digital and print assets for university-wide marketing initiatives.
- Utilized existing brand guidelines across web, social, and print materials.
- Supported multimedia storytelling through photography and video production.

Netflix – Consumer Products Designer Internship

April 2022 – May 2022

- Supported in the development of consumer products for Netflix original series.
- Designed and pitched consumer product concepts and licensed collaborations.

Education

California State University, Los Angeles

Bachelor of Arts (BA) in Graphic Design / Visual Communication

San Bernardino Valley College

Associate of Arts (AA) in Liberal Arts: Humanities and Fine Arts

Accomplishments

Employee of the Year – The TransLatin@ Coalition (2025)

Certificate of Recognition – City of West Hollywood (2024)

Skills

Brand Identity, Brand Strategy, Visual Systems, Art Direction, Campaign Development, Digital & Print Design, Typography, Social Media Design, Illustration, Photography, Video Editing, Motion Graphics, Project Management, Cross-functional Collaboration, Copywriting, Bilingual: English, Spanish

Software

Adobe Creative Suite, Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, After Effects, Figma, Canva, XD, Notion, Asana, Wix, Squarespace, WordPress, Microsoft Office, Procreate