

# JUANA TRUJILLO

Cerritos, CA | 714-232-9682 | juana.e.carrillo.jc@gmail.com | Portfolio: juanacreates.com  
Senior Brand Designer and Creative Lead

Brand Strategy | Visual Identity Systems | WordPress Web Design

Senior Brand Designer with 15+ years of experience shaping visual identities, marketing systems, and WordPress websites. Build clear, durable design systems that improve discoverability, strengthen credibility, and support business development. Own projects end-to-end, from strategy and design through production, launch, and rollout across teams.

## Achievements:

- Built and launched a WordPress website that secured first-page Google rankings and increased organic web traffic well over 300%.
- Standardized brand and proposal materials that strengthened credibility and increased client interview opportunities.
- Designed campaign assets that lifted engagement by 25% and increased event attendance by 60%.

## STRENGTHS & COMPETENCIES

### Brand & Visual Systems

Brand Identity  
Design Systems  
Visual Standards  
Messaging

### Digital & Web

WordPress  
UX/UI Design  
Site Architecture  
SEO-Aware Design

### Marketing & Communication

Proposals  
Presentations  
Campaign Development  
Print/Digital Production

## PROFESSIONAL EXPERIENCE

PNG Builders - Irwindale, CA | Oct 2023 - Nov 2025

Sr. Marketing Coordinator | Brand & Visual Designer

Owned brand, web, and marketing design for a growing construction firm, with end-to-end ownership across visual identity and digital presence.

- Rebuilt brand identity and marketing standards to clarify positioning and elevate market presence.
- Built and launched the company WordPress website, securing first-page Google search rankings.
- Increased organic web traffic well over 300% through improved site structure, visual hierarchy, and SEO-aware design.
- Produced bid packages, proposals, presentations, and marketing collateral that strengthened credibility and increased interview opportunities.

Go Rhino - Brea, CA | Mar 2023 - Oct 2023

Senior Graphic Designer (Contract)

Selected to support brand execution and campaign development during high-visibility product launches.

- Designed launch campaign assets across digital and print, contributing to a 25% increase in customer engagement.
- Developed trade show graphics, social media visuals, and promotional collateral to maintain cohesive brand presence.

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### Professional Experience, Continued

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- Aligned visual messaging with product, growth, and marketing objectives across stakeholders.

Shela Design Studio LLC - Cerritos, CA | Oct 2010 - Present

Co-Owner | Brand Designer & Photographer

Founded and operate an independent design studio delivering brand identities, websites, and marketing systems across industries.

- Built brand identities and visual systems for clients across construction, technology, aerospace, and entertainment.
- Designed and launched client websites to improve clarity, usability, and long-term brand consistency.
- Developed logos, brand guidelines, and marketing collateral to support cohesive growth.
- Streamlined design workflows using AI-supported tools to increase throughput while maintaining quality.

FSD - Fullerton, CA | Mar 2022 - Dec 2022

Graphic Designer (Contract) | Technical & Presentation Design

Engaged to support district-wide branding and high-visibility presentation and production design.

- Unified visual identity across multiple schools through updated branding and templates.
- Produced recognition and presentation materials that increased participation and donor engagement.
- Managed print and digital production, including large-format and bound materials.
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## EDUCATION

B.A. - Graphic & Media Arts | Southern New Hampshire University, Manchester, NH | 2022