

YSABEL CORDOVA-ELIAS

GRAPHIC DESIGNER

WEBSITE YSADZN.MYPORTFOLIO.COM

EMAIL YSABELCELIAS@GMAIL.COM

PHONE 859.669.0822

SKILLS

Design

Illustrator
Photoshop
Adobe XD
Lightroom
Premiere Pro
Typography
Concepting + Layout
Craft
Drawing

Graphic Design Intern (July 2023–Dec. 2023)

Contributed to campaign design for a fall-themed, limited-time collection from a private label of one of the largest U.S. grocery chains. Assisted in logo explorations and creating visual identity for a shopping mall in Oxford, CT. Developed conceptual brand identity and logo explorations for a life sciences company specializing in biotech and healthcare innovation.

2021 – 2023

Moreau Sewing Unlimited Over the Rhine, OH

Freelance Graphic Designer (May 2021–Oct. 2023)

Developed concepts for tote bags, apparel + a refreshed logo design while creating window decals to enhance brand visibility. Managed communication with printing companies, ensuring an efficient production process and overseeing final revisions to meet design expectations.

2022 – 2023

NKU's Campus Recreational Center Highland Heights, KY

Graphic Design Intern

Designed social media graphics for events and assisted in social media management to enhance engagement. Created marketing materials, including flyers, brochures, apparel designs, posters, fitness schedules and promotional slides for digital displays, supporting membership growth and event promotion.

Strategic

Creative Thinking
Verbal/Written Communication
Fluent in Spanish

Support

Microsoft Office
Social Media Management
Visual Marketing
DSLR Camera Operation
Photography

EDUCATION

2019 – 2023

Northern Kentucky University Highland Heights, KY

Bachelor of Fine Arts (Aug. 2019–Dec. 2023)

Visual Communication Design

Minors

Marketing and Organizational Leadership
Educational Diversity Scholarship (Full Ride)
SGA Textbook Scholarship (2020)

2021 – 2023

NKU's The Northerner Highland Heights, KY

Magazine Design Editor (Feb. 2022–Nov. 2023)

Led the design of nine magazine issues, giving each a distinct look, tone + feel while ensuring visual cohesion. Oversaw layout, typography + storytelling with a strong command of visual hierarchy and composition. Created visuals for stories and advertisements, and mentored my assistant/successor, ensuring a seamless transition after graduation.

EXPERIENCE

2023 – 2025

Brandfuel Co. Covington, KY

Full Time Contractor (Jan. 2024–March 2025)

Newspaper Asst. Design Editor (July 2021–Feb. 2022)

Designed layouts and visuals for three newspapers, enhancing editorial impact through refined typography and branding. Supported the evolution of the publication's visual style while creating engaging visuals for stories and ads.

2021 – 2022

Oriental Wok Hyde Park, OH + Lakeside Park, KY

Freelance Graphic Designer (Oct. 2021–Feb. 2022)

Refined and updated menu designs to improve clarity and presentation. Designed a feather flag to enhance restaurant visibility and attract more customers.

2019

Meritor, Inc. Florence, KY

YMCA Achievers Summer Intern (May. 2019–Aug. 2019)

Developed data-driven visuals for a multi-billion dollar vendor and created marketing materials, including a promotional video for clutch components, for the company.

Reimagined the visual identity for a tequila brand rooted in Mexican tradition, and created bold, high-energy concepts for a major breakfast snack brand refresh, centered on movement and fueling your hustle. Led design and communication of marketing materials for a Fortune 500 company and its sub-brands, creating shelf/floor talkers and digital media that pushed creative boundaries while staying true to brand guidelines and ultimately prepping files for accurate release. Also supported packaging design for a range of products within the company's portfolio, applying layout systems, hierarchy, and visual storytelling to elevate shelf presence. In addition, I explored logo systems and brand direction for a community skatepark project, balancing youthful energy with practical versatility.