



ENLLY YVETTE TORRES-TORRES



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EDUCATION:

Kutztown University of Pennsylvania,
Kutztown, PA | December 2024
B.F.A in Communication Design
3.7 GPA

QUALIFICATIONS:

- Bilingual (Spanish and English)
- Advanced in Adobe Photoshop and Illustrator
- Expertise in Illustration
- Skilled in After Effects, InDesign, Figma, process of UI/UX design and gif animations
- Strong Visual Storytelling

AWARDS:

- American Advertising Awards 2025 - Greater Lehigh Valley; Student Gold Addy for Sales & Marketing; Book Design; Neidy and Jolly
- Dean's List: Fall 2021 – December 2024
- AIGA MSU Glitch National Student Design Competition; Second Runner-up for Advertising Category 2023 (Juried)



INDUSTRY EXPERIENCE:

IGNITE2X | READING, PA

GRAPHIC DESIGN FREELANCE | JANUARY 2026 - PRESENT

- Designed realistic and visually compelling social media posts aligned with product themes and brand identity
- Created seasonal marketing graphics (holiday, promotional, and campaign-based content) to enhance audience engagement
- Collaborated with team members to refine concepts and improve overall visual impact

FREELANCE DESIGNER | READING, PA

GRAPHIC DESIGNER | AUGUST 2020 – PRESENT

- Designed logos for personal businesses
- Designed original tattoo concepts tailored to the client's ideas and preferences
- Brought client ideas to life through handcrafted, commissioned paintings
- Conducted client consultations to understand customer needs, goals, and brand vision

IGNITE2X | ALLENTOWN, PA

GRAPHIC DESIGN INTERN | MAY 2024 – AUGUST 2024

- Worked on client social projects including social media posts, promotional banners, research, and resizing media for Zebra Pen USA's Instagram
- Developed and sustained a dependable partnership with social media copy writers, collaborating effectively to share and implement ideas
- Gained experience in interoffice and client meetings and successfully balanced multiple internal and client projects, consistently meeting deadlines

ROHRBACH LIBRARY | KUTZTOWN, PA

GRAPHIC DESIGNER | AUGUST 2023 – DECEMBER 2024

- Lead designing posters and social media posts for library events
- Illustrated and updated library floor plans to ensure accurate and consistent signage throughout the facility
- Assisted coworkers with Microsoft word and print media production
- Mentored assistant graphic designer
 - Organizing information and assets through AI files for assistant
 - Trained assistant on Adobe Illustrator and Photoshop
 - Collaborated with team members to design and develop social media posts that align with campaign goals

OTHER EXPERIENCE:

DSW DESIGNER SHOE WAREHOUSE | WYOMISSING, PA

ASSOCIATE | NOVEMBER 2025 – PRESENT

- Engaged with customers to provide assistance and build positive interactions, while organizing and labeling footwear for shipment.

DESIGNATHON | KUTZTOWN, PA

GRAPHIC DESIGNER | FEBRUARY 2024

- Worked collaboratively with a team to design product packaging and create a promotional social media post for The Amos Lemon Burkhart Foundation.
- Collaborated with team members to communicate directly with the founder, gathering insights on their needs and goals to ensure the packaging conveyed the product's values and mission