



# Iyari Heredia Zenteno

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**DESIGN & CREATIVE:** Branding Design, Illustration, Photography, Newsletter Design.

**TOOLS & PLATFORMS:** Canva, Adobe Creative Cloud (Photoshop, Illustrator, InDesign), CRM Bloomerang, Google Workspace.

**TECHNICAL:** Front-End Development (HTML/CSS/JS).

**AWARDS:** Visionary Practice, Faculty Honors, & Warnock-Berdi Endowed.

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## EDUCATION

**California College of the Arts (CCA), San Francisco, CA — BFA**  
AUGUST 2023 - MAY 2025

**Cuyamaca Community College, El Cajon, CA — AS**  
AUGUST 2014 - MAY 2018

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## PROFESSIONAL EXPERIENCE

**Say San Diego, San Diego, CA — Prime Time Youth Leader**  
DECEMBER 2022 - PRESENT

Franklin Elementary (DECEMBER 2022 - JUNE 2023) • Jerabek Elementary (JUNE 2023 - JULY 2023)  
• Bethune K–8 (AUGUST 2025 - PRESENT)

Supervised and engaged K–8 students in structured after-school enrichment programs, supporting their social, emotional, and academic development in safe, inclusive environments while facilitating indoor and outdoor activities that promoted creativity, teamwork, and positive behavior.

**Moving Rasa Possibilities Inc, NYC (Remote based in SD, CA) — Digital Media Strategist & Web Designer Intern**  
AUGUST 2025 - NOVEMBER 2025

Designed branding materials for digital platforms, including websites, social media, newsletters, and events. Maintained the organization's Squarespace website, integrated Printful for merchandise sales, and created marketing one-pagers while supporting digital strategy initiatives to enhance online presence.

**California College of the Arts (CCA), San Francisco, CA — Computer Lab Monitor**  
AUGUST 2023 - MAY 2025

Provided printing and technical support to students, faculty, and staff. Assisted users with software, scanning, and printing processes. Maintained lab organization, equipment functionality, and supply inventory.

**California College of the Arts (CCA), San Francisco, CA — Administrative Assistant**  
JUNE 2024 - AUGUST 2024

Supported pre-college program operations for students and faculty. Assisted with administrative tasks and designed program materials, including flyers, signage, and Google Forms.

**T-Shirt Mart, San Diego, CA — Graphic Designer**  
JUNE 2021 - NOVEMBER 2021

Designed custom logos and apparel graphics for clients. Managed work orders, invoices, merchandise, and customer service. Executed garment production using heat transfer, direct-to-vinyl, and specialty printing methods. Assisted with production workflows, quality control, customer calls, and email communication.

**Reotemp Instruments, San Diego, CA — Graphics Technician**  
AUGUST 2018 - OCTOBER 2019

Led the creation of visual content for marketing and product documentation, producing product photography, 3D renderings, and branded assets that enhanced the company's Amazon storefront and strengthened its online presence. Designed the company yearbook and supported print production. Produced metal dials using

AutoCAD and assisted with polishing and manufacturing.

**Cuyamaca Community College**, El Cajon, CA — *Teacher Assistant*

JANUARY 2018 - MAY 2018

Assisted students with Adobe Creative Suite applications. Supported classroom instruction and project development for the Fundamentals of Design course, a beginner-level class.

**GoMeta Inc**, San Diego, CA — *Graphic Design Intern*

NOVEMBER 2016 - DECEMBER 2016

Created avatar characters and visual assets for users within a Metaverse early *augmented reality (AR)* mobile app, collaborating cross-functionally to deliver engaging, mobile-optimized designs.

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### **VOLUNTEER EXPERIENCE**

**Shadow Hills Elementary**, San Diego, CA — Volunteer Teacher's Assistant

AUGUST 2015 - AUGUST 2017

Led art projects for 2nd–4th grade students. Conducted bilingual instruction in Spanish and English. Coordinated creative activities, including an end-of-year dance performance.

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### **SELECTED PROJECTS**

**California College of the Arts (CCA) Out-of-home advertising campaign** — Thesis project displayed on Muni bus sides across San Francisco, Oakland, and Berkeley. Accompanied by a published article on CCA's official website.