



Belén A. Jurado Rebutty

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Education

Kutztown University of Pennsylvania, Kutztown, PA
Bachelor of Fine Arts, Communication Design

Industry & Related Experience

Scandinavian Tobacco Group | Hybrid | Easton, PA
Junior Retail Graphic Designer | OCT 2022 – Current

- ♦ Responsible for maintaining the Cigars International brand up to standard in all collateral made by me or others.
- ♦ Created series of graphics for each event or promotion featured across all ten stores, on socials, and on CI's website. Including print advertisements, mailers, coupons, or billboards.
- ♦ Designed and laser-printed wooden and acrylic signage for retail stores.
- ♦ Also responsible for attending and completing any other duties or projects outside of retail, such as presentations, weekly design department meetings, team activities, design translations, etc.

Ignite 2X | Remote | Allentown, PA
Intern | OCT 2021 – DEC 2021

- ♦ Worked on apparel designs, product display designs, billboards, and social media graphics. Attended daily Teams meetings with mentor and weekly meetings with entire office.

WRT Design | Remote | Philadelphia, PA
Intern | JAN 2021 – MAY 2021

- ♦ Assisted architects in the redevelopment project of Little Lehigh in Allentown, PA. Maintained master presentation decks up to date with accurate renderings and floor plans. Complied with strict floor plan scale and accuracy.
- ♦ Learned basic navigation of Revit to complete rendered scenes from the building floor plans and to effectively label and adjust elements on floor plans.
- ♦ Completed research and made decisions on which mailbox clusters to be used by future residents and office.

Aramark | Kutztown, PA
Intern | JAN 2019 – MAR 2020

- ♦ Designed digital and printed promotional material for weekly events in Kutztown University's dining halls. Created many illustration and typography based posters.
- ♦ Worked closely with Marketing Director and Social Media Team to brainstorm and create content and visuals for social media.

Lehigh Career & Technical Institute | Kutztown, PA
Intern | SUMMERS 2018 - 2019

- ♦ Worked directly with Public Relations Director. Created both print and digital collateral, such as posters, bookmarks, social posts, illustrations, and pamphlets, while maintaining consistency in branding.

Skills & Qualifications

- ♦ Fluent in Adobe Creative Cloud Programs: Ps, Ai, Id, Br
- ♦ Excellent photographer and photo-editing skills
- ♦ Intermediate knowledge of HTML and CSS
- ♦ Beginner in Adobe XD, After Effects, and Figma
- ♦ Killer eye for detail
- ♦ Will always advocate for color and contrast (if you can believe it)
- ♦ Great project prioritization and task management
- ♦ Always strives for efficiency
- ♦ Can make ramen in a million ways
- ♦ Always ready to learn something new!

Honors & Achievements

Allentown Housing Authority 4-year
Scholarship Recipient 2018

The National Society of Leadership and
Success, Member Since 2020

Volunteer Experience

Special Olympics, Kutztown University
Chapter Volunteer 2019 – 2020

DesignRX 2022

Designathon 2022

Lehigh Valley Zoo Volunteer 2023

Other Experience

Kutztown University | Kutztown, PA
Workshop Monitor | AUG 2019
– MAY 2022

- ♦ Ensured safety of students by maintaining workshop clean, free of clutter, and free of hazards.
- ♦ Walked students through any power tool usage or answered any questions regarding their class projects.