

NANCY VERGIL

MULTICULTURAL ART DIRECTOR

PROFESSIONAL APPROACH

- Over 18 years of experience in graphic design, social cause campaigns, brand building, and art direction.
- Deep expertise in visual arts with a focus on multicultural, multi-age, and hard-to-reach audiences.
- Seamlessly blend aesthetics, functionality, and creativity to deliver exceptional results.
- Skilled in using cross-platform media to craft compelling visuals that resonate with and engage specific audiences.
- Superpower: turning great ideas into people-ready, purpose-driven solutions.

EXPERTISE



BRANDING

Graphic Identity Design
Brand Style Guides
Re-Branding



ADVERTISING

Advertising Campaign
Collateral Material
Non-Traditional Advertising



EDITORIAL DESIGN

Annual Reports
Data Visualization
Infographic Design



PACKAGING

Label Design
Packaging Design
Point of Purchase



SIGNAGE

Indoor and Outdoor Signage
Large Format Advertising
Vehicle Wrap



DIGITAL DESIGN

Web Design
Social Media Marketing
E-Blast Advertising



PRODUCTION

Printing
Installation
Quality Control



PHOTOGRAPHY

Photo Shoot Direction
Photo Touch-Up

CREATIVE SKILLS



SOFTWARE PROFICIENCY

Adobe Indesign
Adobe Illustrator
Adobe Photoshop
Wix Online Platform
Microsoft Office
Social Media



CORE STRENGTHS

Innovative Creativity
Engaging Hispanic Audiences
Expert in Accessibility Compliance
Collaborative Team Player
Insightful on Social & Cultural Trends
Highly Organized & Results-Oriented



EDUCATION

Bachelor's Degree in
Graphic Design
La Salle University

Postgraduate in
Branding
IDEP



LANGUAGES

English
Spanish

PROFESSIONAL REFERENCES

SANDRA FELIX

Senior Community
Outreach Manager
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HAYSEL HERNANDEZ

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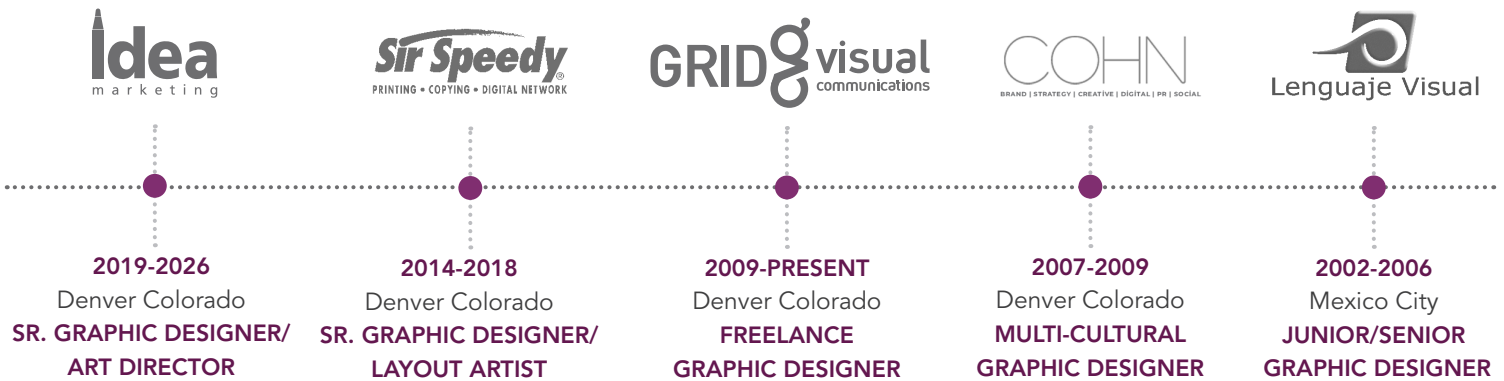
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WORK TIMELINE



► IDEA MARKETING

- > Developed branding, advertising, collateral materials, social media, installation, and printing. Skilled in visual graphics development with a deep understanding of multicultural, multilingual, multi-age, and hard-to-reach audiences.
- > Designed over 750 advertising and informational assets, including billboards, bus ads, social media posts, flyers, and vinyl banners for social cause campaigns, highlighted by the COVID-19 campaigns for Colorado. These materials were developed in more than six languages and placed in diverse locations, such as gas stations, highways, bus stops, clinics, local events, stores, food trucks, RTD trains, and Denver International Airport, ensuring broad reach and impactful engagement.
- > Office of Gun Violence Prevention, Career and Technical Education, Problem Gambling Coalition of Colorado, Colorado Department of Human Services, Colorado Department of Education, Colorado Department of Public Health and Environment, Colorado Department of Health Care, Civic Consulting Collaborative, Colorado Department of Early Childhood, National Environmental Health Association, Washington Department of Health, Colorado Energy Office, Denver Preschool Program, Nurse-Family Partnership, Colorado Energy Office, State of Colorado-Start Early, Colorado Works, Centura Health, Denver Public Schools, Office of Economic Development and International Trade, MSU Denver, Colorado Department of Transportation, Boulder County Public Health, Denver Zoo, Comcast, Accion.

► SIR SPEEDY

- > Designed ready-to-print files and layouts, creating and maintaining the client's visual identity. I ensured all files adhered to printing requirements, including colors and fonts, while optimizing material sizes and meeting printing specifications.
- > Blackjack Pizza, Denver Public Library, The Joint, Legends of Aurora, Noona's Golf Course, Challengers Sport Bar.

► GRID VISUAL COMMUNICATIONS

- > Contributed to developing clients' graphic identity and advertising. My experience in understanding multicultural, bilingual, multi-age, and hard-to-reach audiences enables me to navigate diverse markets effectively.
- > UC Health, Mexican Consulate, Mexican Cultural Center, Sawaya Law Firm, Ready Foods, Mi Pueblo Market, Optical Masters, Yael Belleza y Salud, DaBella Spa Studio, Family Fit, Omawari, and Latino Cultural Arts Center of Colorado.

► COHN MARKETING

- > Designed print and digital marketing collateral, including logos, large-format assets, web design, point-of-purchase materials, and advertising materials, supporting the organization's strategic objectives and ensuring brand consistency.
- > DDRI Puerto Rico, DDRI United States, Landon School, and Intercambio Denver.

► LENGUAJE VISUAL

- > Hired as a junior designer and promoted to a senior position. Coordinated the production and printing departments, leading a team of graphic designers to develop clients' graphic identities, advertising, and collateral materials.
- > IMSS, Grupo ADO, Mexico City Zoo, Grupo Azteca, Montepio, Onena



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