

# NANCY VERGIL

MULTICULTURAL ART DIRECTOR

## PROFESSIONAL APPROACH

- ▶ Over 15 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

Graphic Identity Design  
Brand Style Guides  
Re-branding



### 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  
IDEA MARKETING  
720-297-6765

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### HAYSEL HERNANDEZ

Marketing Director  
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### ANA VALLES

VP of Marketing  
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720-219-6660

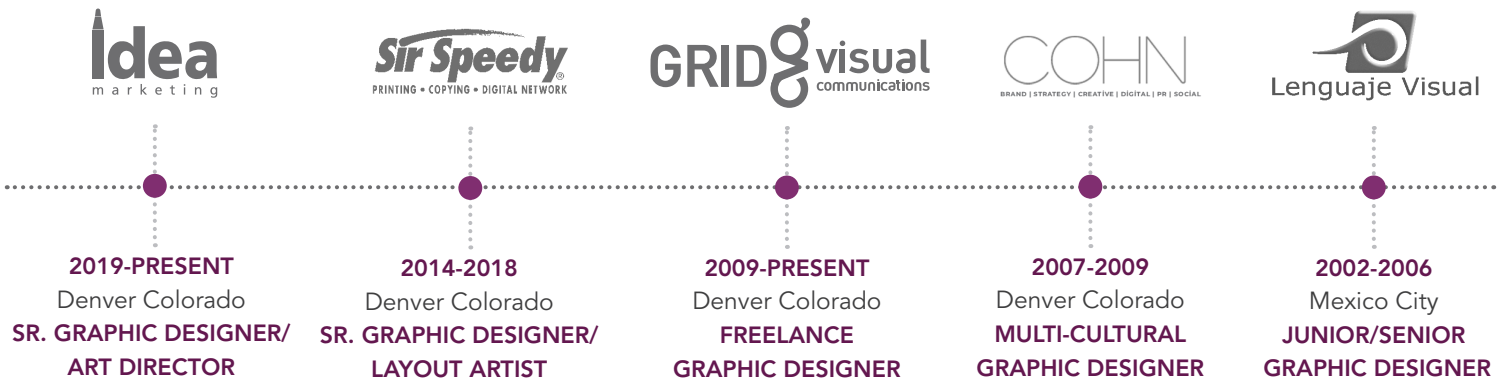
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### BILLY SMITH

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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 150 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.
- > Mexican Consulate, Mexican Cultural Center, Sawaya Law Firm, Ready Foods, University of Colorado, Mi Pueblo Market, Optical Masters, Yael Belleza y Salud, DaBella Spa Studio, Family Fit, Omawari, and the 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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