

Mayra Villa Pisters

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PROFESSIONAL SUMMARY

Award-winning bilingual Graphic Designer with over 20 years of experience delivering impactful, visually compelling solutions across corporate, government, and community-focused projects. Expert at transforming complex information into clean, engaging designs that connect with diverse audiences and strengthen brand identity. Known for a strong sense of aesthetic, attention to detail, and ability to lead projects from concept to execution while fostering collaboration and mentoring emerging talent. Adept at navigating fast-paced environments and delivering high-quality work under tight deadlines. Passionate about using design to tell stories, inspire engagement, and support strategic communication goals. Brings a blend of creative vision, leadership, and hands-on expertise to elevate organizational impact.

CORE SKILLS

- **Design & Visual Communication:** Brand Identity, Typography, Color Theory, Print & Digital Design
- **Software & Tools:** Adobe Creative Suite Master (Photoshop, Illustrator, InDesign, Acrobat), Dreamweaver, Lightroom, Figma, Sketch, PowerPoint, Keynote, Google Slides
- **Web & UI/UX:** Mobile App Graphics, Web Page Design, Infographics, Data Visualization, Basic HTML & CSS
- **Project Leadership:** Art Direction, Concept Development, Mentorship, Cross-Functional Collaboration
- **Multimedia & Photography:** Photo Editing, Illustration, Motion Graphics, English-Spanish Translation
- **Additional Skills:** Branding Strategy, Marketing Collateral, Presentation Design, Vendor Coordination, Social Media Graphics, Accessibility Standards, Creative Problem Solving, Time Management, Client Relations, Print Production

KEY ACCOMPLISHMENTS

- **Led the design and development of a community-focused mobile app** supporting Trinity Trail, boosting local business engagement and promoting environmental initiatives; directed project visuals, iconography, and user interface strategy.
- **Earned the 2019 MarCom Award** for excellence in print media advertising campaigns, recognizing innovative design execution and impactful visual storytelling.
- **Developed and managed complete corporate identity systems** for multiple government projects, ensuring consistency and clarity across digital, print, and event presentations.
- **Mentored high school design interns**, fostering the next generation of creative talent and expanding the organization's educational outreach efforts.
- **Spearheaded design updates and enhancements to organizational websites**, ensuring accessibility, user-friendly navigation, and visually compelling layouts aligned with strategic communication goals.

PROFESSIONAL EXPERIENCE

Living Water International | Houston, TX

Graphic Designer

Jan. 2023 – Feb. 2025

- Led the design and production of comprehensive brand materials, ensuring consistent visual identity across print and digital channels.
- Translated complex concepts into clear, engaging graphics for presentations, reports, and campaigns, supporting executive and outreach initiatives.
- Collaborated cross-functionally with marketing, IT, and external vendors to streamline design workflows and maintain brand quality.
- Delivered high-impact PowerPoint and keynote presentations for leadership, enhancing organizational storytelling and engagement.
- Managed multiple concurrent projects independently, demonstrating strong organizational skills and self-direction.

Tarrant Regional Water District | Fort Worth, TX

Senior Graphic Designer

Jan. 2017 – Dec. 2022

- Designed strategic visual assets and infographics that clearly communicated large-scale infrastructure projects to the public.
- Directed the development of a community-focused mobile app (Forward Trinity Trail), including branding, iconography, and overall visual strategy to promote local business engagement and environmental initiatives.
- Served as project lead on app-related initiatives, guiding design direction and coordinating with IT and content teams to ensure successful rollout.
- Mentored and supervised high school interns in design best practices, project assignments, and professional development, fostering future talent.
- Oversaw updates and quality control for website graphics and content, enhancing accessibility and visual coherence.

- Supported public presentations and community outreach efforts with polished, impactful designs that improved stakeholder understanding and support.

Star-Telegram | Fort Worth, TX

Digital/Web Graphic Designer

Jan. 2015 – Dec. 2016

- Developed and executed web-based advertising campaigns, integrating dynamic visuals and interactive elements to drive reader engagement.
- Created multimedia assets and animation-ready graphics for use in online publications and digital marketing.
- Collaborated with editorial and marketing teams to align designs with brand strategy and audience expectations.
- Refined web layouts and visual hierarchies to improve user experience and maximize advertising impact.

Anita Mallory Designs | Fort Worth, TX

Freelance Graphic Designer

Jan. 2014 – Dec. 2015

- Conceptualized and delivered cohesive brand identity materials, including logos, stationery, and promotional collateral for diverse clients.
- Acted as sole creative lead on projects, managing client communications, creative direction, and final production deliverables.
- Provided strategic design consultation to elevate brand recognition and market presence.

MCNT (ICE and IMPEL) | Fort Worth, TX

Graphic Designer/Marketing Specialist

Jan. 2008 – Dec. 2013

- Created and maintained brand assets, marketing materials, and patient communications across multiple medical entities.
- Edited and retouched physician photography for professional publications and online profiles.
- Supported cross-departmental initiatives through clear, audience-centered visual communications.
- Provided Spanish translation services for patient forms, expanding accessibility and community trust.

Tarrant County College | Hurst, TX

Graphic Designer Assistant

Jan. 2004 - Dec. 2007

- Assisted in the creation of marketing materials, advertisements, and on-campus event graphics.
- Supported photo editing and production tasks to maintain a consistent visual standard.
- Contributed to brainstorming and conceptual development of creative campaigns.

EDUCATION

University of Texas at Arlington | Arlington, TX

Bachelor of Fine Arts (B.F.A.) in Art, Minor in Business Administration | 2019

Tarrant County College | Hurst, TX

Associate of Applied Science Degree: Graphic Design | 2007

CERTIFICATIONS & TRAINING

- UI/UX App Development Course — Completed during mobile app project

PROFESSIONAL AWARDS

- 2019 MarCom Award – Print Media | Advertising Campaign

VOLUNTEER EXPERIENCE

Bible School Teacher — Iglesia La Senda Antigua, Fort Worth, TX | 2020 – 2024

Outside Support — Houston West Emmaus Community, Houston, TX | 2024