

# Lucero Banes

## Graphic Design & Photography

[houseofbanes.com](http://houseofbanes.com)

[houseofbanes@gmail.com](mailto:houseofbanes@gmail.com)



### ABOUT

I'm a Bay Area creative who specializes in marketing materials and branding kits. My goals are to work within a creative team to refine my skills and grow as an artist, while also helping businesses expand through researched marketing techniques.

### TECH SKILLS

Adobe Creative Suite  
Canva  
Figma  
Google Workspace (G Suite)  
Microsoft Excel  
Ooma  
Docubee  
Sharefile

### SPECIALIZATION

Branding & Identity Design  
Typography  
Print Design  
Photography & Photo Editing

### STRENGTHS

Spanish & English Language  
Detail-Oriented  
Organizes  
Communicative  
Team-Oriented  
Dependable

### EDUCATION

#### Bachelor of Fine Arts in Graphic Design

California State University of East Bay

#### Associates in Studio Arts

Chabot Community College

### WORK HISTORY

#### Visitor Experience

*Fine Arts Museums of San Francisco (Jan 2022 - 2023) (April 2025 - Current)*

Managing visitor flow to ensure a positive experience while providing up-to-date information on current and upcoming exhibitions or events. Continuously learning about featured artists and art history to offer insightful assistance to visitors.

#### Office Clerk

*Taxes & More (January 2025 - April 2025)*

Provide administrative support in a fast-paced tax office, handling client intake, data entry, document preparation, and filing. Maintained confidentiality of sensitive financial information while assisting with appointment scheduling and customer inquiries. Ensured accuracy and efficiency in processing tax-related paperwork.

#### Director of Merchandise

*Alpha Phi (January 2023 - December 2023)*

Creative and strategic wardrobe research and planning for philanthropy, social, and formal events. Visually representing a brand through community coordination efforts.

#### Director of Social Media

*Alpha Phi (January 2022 - December 2022)*

Directing and creating design work for recruitment, philanthropy, social, and formal events.. Photographing at events and editing for social media marketing. Following specific brand guidelines, as well as working on the rebranding and strategic planning for the following year.