



## LUIS E. QUEVEDO *(he/him/his)*

Visionary Graphic Designer and Educator Driving Branding and Engagement Initiatives

### CONTACT

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luiseq.com

### EDUCATION

#### THOMAS JEFFERSON UNIVERSITY

Master of Business Administration

*Concentration in  
Strategy & Design Thinking*  
2021

#### DREXEL UNIVERSITY

Bachelor of Science  
Graphic Design  
2014

### SKILLS

Adobe Creative Suite  
(Illustrator, InDesign, Photoshop)

Microsoft Office  
(Excel, PowerPoint, Word)

Branding  
Communication  
Collaboration

Environmental Design  
Marketing  
Multimedia

Project Management  
Social Media

Vendor Relations  
*Fluent in Spanish*

### RECOGNITIONS

(2) Education Advertising  
Award, 2021

GDUSA American Inhouse  
Design Award, 2020

Folio: Eddie and Ozzie Awards  
Honorable Mention, 2019

(2) GDUSA American Inhouse  
Design Award, 2019

GDUSA Student to Watch, 2014

### EXPERIENCE

#### NASDAQ

Graphic Designer, *April 2022 – Present*

- Create captivating, branded marketing collateral for both internal and external campaigns, utilizing digital, print, and environmental design mediums boosting engagement and solidifying brand identity.
- Collaborate closely with fellow creatives and stakeholders achieving enhanced brand consistency and optimized workflow, increasing productivity and a cohesive brand identity.
- Conceptualized and executed the design for the 2024 Nasdaq Global Sales Kick-Off held in Miami, developing a brand system that extended to over 150 unique assets across digital, print, and environmental mediums.
- Spearheaded the design for the 19th Technology of the Future Conference held in Barcelona, enhancing Nasdaq's global recognition, and fostering engaging discussions on industry trends and technological advancements among attendees.

#### DREXEL UNIVERSITY

Westphal College Of Media Arts & Design  
Adjunct Professor, *April 2022 – Present*

- Teach the "Professional Practice" course, aimed at aiding graduating graphic design students in honing their portfolios, resumes, interview skills, and real-world understanding as they transition into the professional sphere.
- Developed the curriculum for "Professional Practice," collaborating with other professors to ensure the course meets current workforce needs and standards.

#### THOMAS JEFFERSON UNIVERSITY

Senior Graphic Designer, *January 2018 – April 2022*

- Formulated robust creative solutions for marketing initiatives spanning print, environmental, multimedia, and web/digital distribution channels, resulting in brand visibility and engagement across diverse mediums.
- Worked with editors, digital marketing specialists, and marketing managers utilizing departmental collaboration tools.
- Oversaw design and production processes with external vendors to facilitate printing and digital design file delivery.

#### NATIONAL CONSTITUTION CENTER

Designer, *October 2015 – January 2018*

Junior Designer, *June 2014 – October 2015*

- Visualized and designed large scale environmental graphics for special events, feature exhibits, and marketing throughout the museum and commercial locations that furthered institutional goals and vision.
- Assumed role of design manager, responsible for managing the Center's project log, serving as the main point of contact and designer for all incoming projects, and conducting weekly meetings with department members.
- Developed and maintained strong partnerships with vendors on various steps from cost estimation to production.

#### SEDSO DESIGN

Graphic Design Intern, *November 2012 – March 2014*