



ANGELICQUE ROA

GRAPHIC DESIGNER, UI/UX

RESIDENCE

Dallas, TX

EMAIL

AngelicqueR@
gmail.com

WEBSITE & SOCIAL

Angelicque.com

 @galemaze

ABOUT ME

Hello! I am currently working as a permanent full-time graphic designer for Threshold Agency. I enjoy letting brands speak through intentional messaging to deliver effective sales and marketing materials that is informed and data driven.

EDUCATION

Bachelor of Arts

Emerging Media and
Communication
University of Texas at
Dallas

Minor in Fine arts

BW Photography and
Fine Arts
University of Texas at
Dallas

WORK EXPERIENCE

Graphic Designer

Threshold Agency - Austin, TX
July 2022 - Present

Threshold is a full-service agency that develops award-winning branding and innovative digital marketing.

Darkroom Manager + Freelance Photographer

Lone Star Darkroom - Dallas
December 2019 - Present


Content creator for digital applications and DIY color/BW darkroom manager.


Coffee Green Buyer + in-house Graphic Designer


Noble Coyote Coffee Roasters
Dallas
July 2020 - May 2022


Headed re-design project for overall company branding, demonstrating communication, multi-tasking, and time-management during a global pandemic.


SKILLS


Photography 

Photoshop 

Lightroom 

Illustrator 

Indesign 

XD 

REFERENCES

Mike Krankota

Creative Director | Canonball Creative + Threshold Agency
Phone : 214-502-0421

Kris Wright

Darkroom Owner | Lone Star Darkroom
Phone : 214-893-9286



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**“DESIGN IS THE SILENT AMBASSADOR
OF YOUR BRAND.”**

-PAUL RAND

To whom it may concern,

In my many years as a graphic designer, I also come from a coffee industry background. My time in the industry has made me cognizant of global supply chains and how brand transparency and narrative matters. I have taken this experience with me, with emphasis on design as a vehicle for a strong brand.

Through meticulous tracking and logistical planning, I was able to push for a change in 12oz bags to 10oz bags to keep individual costs lower and keep paying farmers well above the commodity price of coffee, lower shipping costs, and retail cold brew bottles, save 20% on glass. All while maintaining and growing our direct-to consumer platform, launching paid facebook marketing, and designing email campaigns.

I have proven to be able to work in self-paced and innovative projects while delivering within budgets and timelines.

I hope this finds you well.

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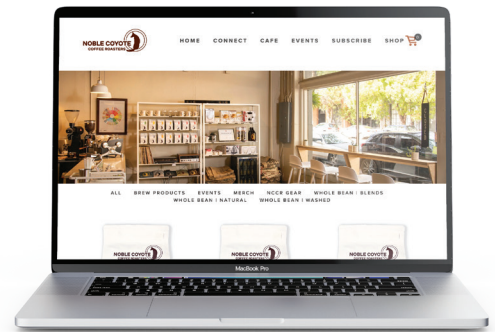
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**Noble Coyote Coffee
Branding + Packaging**

An updated look with coffee sourced by direct trade, women led cooperatives. Updated digital assets with new overall brand messaging and logo,



**Tagpuan - Full branding
Coffee Concept**

An upcoming coffee concept with contacts I've met throughout my coffee journey, featuring Philippine grown coffee and flavors.



Photography

Keen eye in photography selection and portraiture. (all photos owned by me).

