



**TERESA
CALLEJA**

Graphic Designer
Miami, FL

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Portfolio ianitc.com

ABOUT

Graphic designer pursuing a BFA at New World School of the Arts, specializing in experimental typography and expressive systems of legibility. Experienced in branding, packaging, and print design, with a focus on creating visually distinct, concept-driven work.

EXPERIENCE

Internship: Jazwares toy and premium collectable Packaging. Summer 2025

Designed packaging for licensed collectibles (Stranger Things, Five Nights at Freddy's, Crunchyroll), contributing to production-ready assets and brand consistency across product lines.

Freelance Illustrator: Jazwares 2025 - Ongoing

Graphic Design Student Projects
New World School of the Arts
August 2022 – Present

Brand Identity Design: Developed full brand identity systems, including logos, stationery, and advertising, with a focus on cohesive visual language and messaging for real world clients.

Marketing Materials: Developed marketing collateral (posters, brochures, advertisements) for real-world clients; Including The Miami Book Fair and NWSA Rising Stars. Ensuring designs adhered to branding guidelines and effectively communicated event details.

Packaging Design: Created cohesive packaging systems for a subscription box, and streetwear brand, designing exterior and interior boxes, visual identity, and custom illustrations with a focus on user experience as well as brand consistency.

Typography: Investigated type as a visual system through custom type design, balancing legibility with abstraction and expressive form.

SKILLS & PROFICIENCIES

DESIGN TOOLS

Adobe Creative Suite: Illustrator,
Photoshop / Lightroom, Indesign, Aftereffects
Figma
Microsoft Office

TECHNICAL SKILLS

Typography
Digital & traditional illustration
Photography & photo editing
Print production & file management
UI design / Experience with HTML & CSS

CORE STRENGTHS

- Rapid iteration & feedback integration
- Multi-project time management
- Detail-oriented production workflow
- Collaborative team communication

EDUCATION

BFA in Graphic Design, Minor in Art History
University of Florida / New World School of the Arts
GPA: 4.0
Valedictorian

(Expected Graduation: April, 2026)

AWARDS

MDC, NWSA Dean's List, honor student
UF, NWSA Highest Honors: Summa cum Laude
AP Scholar with Honors

LANGUAGES

Fluent in English & Spanish