



EDUCATION

Texas State University
Bachelor of Fine Arts in Communication Design
San Marcos, Tx.
2019 - 2023
Graduated with honors, demonstrating a strong commitment to academic excellence and design principles.

ORGANIZATIONS

FSA (Filipino Student Association)
AIGA (American Institute of Graphic Arts)

GRAPHIC PORTFOLIO

Laryd.net

TECHNICAL SKILLS

Adobe Illustrator	SABJ (SABOR)
Adobe Photoshop	DotLoop
Adobe Indesign	DropBox
Adobe Lightroom	Constant Contact
Basic Photography	Back @ You
Figma	ChatGPT
Canva	Basic Excel
Microsoft Word	Figma

OBJECTIVE

As a versatile and creative marketing professional with a strong background in real estate branding and multi-channel design, I am seeking a role where I can leverage my expertise in graphic design, campaign management, and content creation. With experience producing dynamic materials ranging from digital magazines and email campaigns to TV programming and event collateral, I bring a keen eye for detail, a collaborative spirit, and a passion for creating compelling visual content. My goal is to contribute to a forward-thinking team where I can continue to drive brand consistency, engage audiences, and support strategic marketing initiatives through innovative design solutions.

CONTACT

Laryd Dugat
Laryddugat1@gmail.com
(832) 314 - 6155

REFERENCES

Melissa Bates - (830) 279 - 5990
Sydney Auld - (830) 279 - 1788
Christian Tristan-Turner



**Happy Hollow Store and Rentals,
Manager Assistant / Designer**

Melissa Bates - (830) 279 - 5990

Uvalde, Tx. 2014 - 2021

- Ensured up-to-date social media profiles to enhance online presence and engagement.
- Maintained inventory accuracy by regularly counting stock on hand, contributing to efficient stock management.
- Restocked store products and merchandise, optimizing product availability and presentation.
- Handled basic responses to emails and calls, freeing up management resources and ensuring prompt customer communication.
- Assisted in enhancing revenue and profitability through effective store operations and customer service.
- Planned and prepared workflow schedules, ensuring smooth and efficient store operations.
- Designed stickers and merch designs for store products.
- Helped edit website to be more appealing and versatile.
- Collected payments by processing credit/debit card transactions, contributing to a streamlined checkout process.
- Answered telephones to assist customers, contributing to customer retention and loyalty through proactive communication.

Graphic Designer (Commission)

Foster Farm and Ranch Real Estate

Supervisor Sydney Auld - (830) 279 - 1788

Uvalde, Tx. 2022 - 2023 (part-time)

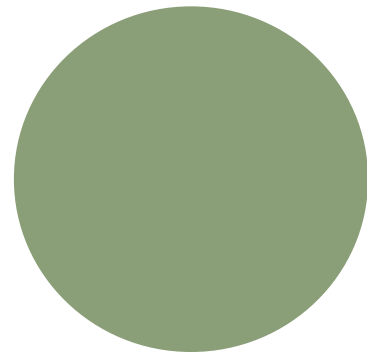
- Conceptualized and crafted impactful designs for a diverse range of promotional materials, including advertisements, brochures, logos, newsletters, and engaging social media posts, contributing significantly to the enhancement of brand visibility.
- Fostered seamless collaboration with cross-functional teams, ensuring alignment with overall brand strategy and maintaining cohesive design aesthetics across various platforms.
- Played a pivotal role in the elevation of Foster Farm and Ranch Real Estate's visual identity, contributing to a more robust and distinctive brand presence..

**Kissing Tree / Brookfield Residential / Tarbox & Brown
Front of House Assistant Manager**

Brooke Roseland - (830) 360 - 4130

San Marcos, Tx. August 2023 - May 2024

- Leadership in Server Management: Efficiently oversees and manages the work of servers, ensuring smooth operations during service hours.
- Event Coordination: Takes charge of organizing and coordinating events hosted at Tarbox & Brown, ensuring seamless execution and a memorable experience for guests.
- Exceptional Guest Experience: Ensures guest needs are met and strives to create an extraordinary dining experience at Tarbox & Brown by maintaining high standards of service.
- Comprehensive Restaurant Management: Effectively manages all aspects of the restaurant, from preparation to service, ensuring all areas are ready and making real-time adjustments to enhance operational efficiency and customer satisfaction.



**Coldwell Banker D'ann Harper Realtor,
Marketing Coordinator / Graphic Designer**

Melissa Bates - (830) 279 - 5990

San Antonio, TX. 2024 - Present

- Designed and produced marketing collateral including brochures, flyers, posters, logos, banners, email signatures, and social media graphics, while adhering to brand standards.
- Developed and maintained a consistent visual brand identity across all marketing platforms.
- Created custom email campaigns for both company-wide use and individual agent branding, including campaign scheduling and targeted audience segmentation.
- Designed and managed monthly digital publications, including a company-wide Digital Magazine and monthly market reports using a sign-up campaign system.
- Created personalized branding and marketing materials for agents, including custom logos, email campaigns, and promotional items.
- Curated and scheduled weekly email blasts for both luxury and residential property listings (minimum of 8 properties per segment), including open house promotions.
- Curated and managed weekly residential and luxury TV shows (35-45 properties) aired on KENS 5 News. Responsibilities included property entry, MLS matching, scheduling air dates, and making real-time updates for price or event changes.
- Coordinated scheduling for residential, commercial, and land photography appointments with five preferred vendors, maintaining organized communication to ensure seamless execution.
- Oversaw production of creative materials by working directly with vendors for printing and promotional needs.
- Collaborated with real estate agents, marketing teams, and cross-functional staff to conceptualize and execute creative projects.
- Provided consistent updates to agents on project timelines and collaborated to create customized marketing solutions.
- Assisted in event planning and designed event collateral; occasionally provided on-site support with setup and breakdown.
- Maintained and scheduled marketing department's email campaigns, ensuring accuracy, timing, and impact.
- Carefully proofread all self-generated and team-produced creative materials for grammatical and factual accuracy.
- Worked independently to manage multiple projects simultaneously under tight deadlines.