

Client Name

Senior Graphic Designer

Innovative and creative professional with extensive experience in revamping creative design, animation, concept creation, and visual conceptualization projects through strategic problem-solving and extensive researching in fast-paced and demanding environments. Proven track record of creating visually stunning graphics for a diverse client base, spanning various industries, including digital and print media. Skilled in leading rebranding initiatives, developing compelling visual content, and enhancing brand identities across various platforms. Adept at leveraging the latest design tools and technologies to produce eye-catching and effective designs. Renowned for creative versatility and technical proficiency in motion graphics, logo design, and digital advertising. Bilingual in Spanish and English.

Areas of Expertise

- Graphic Designing
- Social Media/Banner Ads
- Logo Design & Animation
- Brand Awareness
- Public Relations
- Motion Graphics
- Customer Service
- Lead Generation
- Innovative Design Solutions

Professional Experience

The Elecetric Factory
UY — Graphic Designer

2021 | 2023 – Present

Oversee entire lifecycle of digital campaigns' ads, from initial drafting to final hand-off, while ensuring strict adherence to both brand guidelines and client specifications. Create innovative graphics and concepts specifically for Walmart's digital campaigns, effectively meeting and exceeding project requirements.

- Garnered company-wide recognition and awards for exceptional graphics and concept development in Walmart's digital campaigns.
- Led creative team to achieve creative autonomy through outstanding performance and innovative design solutions.

Cambio En Clave
PR — Senior Graphic Designer

2020 – Present

Revitalize brand identity through a comprehensive refresh of the logo and overall aesthetic. Develop engaging videos and motion graphics tailored for social media, alongside creative assets for various digital and print mediums. Participate in creation of captivating proposals and presentations, contributing to establishment of new partnerships with notable brands.

- Reinforced brand awareness, leveraging skills in video and motion graphic production across multiple platforms.
- Played a pivotal role in securing high-profile partnerships with global brands, including Coca-Cola, AT&T, Pepsi, T-Mobile, and Ford, significantly expanding the company's brand network and influence.

QOMPLX, Inc. US
UK — Digital Brand & Design Lead

2022 – 2023

Engaged in strategic collaborations with the sales team, marketing directors, and sales engineers to establish strategies and visual directives, addressing consumer requirements and aligning with organizational objectives across the US and LATAM markets.

- Enhanced company's brand integrity by meticulously identifying and rectifying inconsistencies in all in-house graphic materials.

PR — Senior Graphic Designer

Contributed to company's rebranding efforts by developing a new logo, creating graphic assets, and establishing visual guidelines. Spearheaded the creation of innovative visual concepts for various mediums, including motion graphics, Google ads, web banners, and social media ads, catering to client needs.

- Increased client lead generation through the strategic implementation of creative visual concepts across multiple advertising platforms.

Freelancing Experience

Expanded skill set by exploring new tools and techniques in a diverse range of projects, including motion graphics, logo design, digital banner ads, illustrations, social media ads, logo animation, and video editing. Designed custom layouts for both print and digital media, adapting to various project requirements and client specifications.

- Collaborated with high-profile clients such as Snapchat, Walmart, Pepsi, Wyndham Home, and T-Mobile, delivering tailored and effective design solutions.
- Recognized for versatility and creativity in producing a wide array of digital and print materials, significantly enhancing brand visibility and engagement for clients.

Education & Professional Training

Bachelor's Degree in Graphic Design (GPA: 3.70)

Escuela de Artes Plásticas, Puerto Rico

Graphic Design Program

Miami International University of Art & Design, Miami

Technical Proficiencies

Photoshop | Illustrator | InDesign | After Effects | Premier Pro | Digital Illustration | Logo Design | Google Workspace | Figma | HTML

Awards & Honors

Best Album Cover 2017: Awarded by Puerto Rico's National Foundation for the Popular Culture, for Juan Pablo Diaz's Latin GRAMMY nominee music album, "Fase Dos".

ARCO Art Fair. Madrid, Spain: Scholarship awarded by the School of Visual Arts of Puerto Rico