



Creative professional with over 20 years of graphic design and web design experience specialized in creating visual concepts to communicate ideas that inspire, inform, or captivate the audience.

PROFESSIONAL EXPERIENCE

VIE MANAGEMENT

Senior Graphic Designer

Miami, FL
2015 - 2023

- Communication Graphics (Printed, Social Media and Videos). Create and develop designs to communicate through printing, Instagram/Facebook, e-mail, web, animations and videos.
- Create and design presentations to showcase products.
- Conceptualize and design logos for the new brands in the portfolio of the company.
- Design promotional materials, from mockups to finalizing printing files.
- Digital photography retouching.

MICHELSSEN ADVERTISING

Senior Graphic Designer

Miami, FL
2012 - 2015

- Produce graphic art and visual materials for promotions, advertisements, films, packaging, and informative and instructional material through a variety of media outlets.
- Generate and manipulate graphic images, animations, sound, text and video into consolidated and multimedia programs.
- Develop the overall layout and production design for multiple projects from beginning to successful completion on numerous projects simultaneously.
- Develop advertising materials for customers and support logistics during the Miami Family Event.
- Supervise and produce all aspects of design and print production including quality and installation.

LED MEDIA / X-MEDIA

Senior Graphic Designer

Caracas, Venezuela
2003 - 2012

- Meet with clients to determine the best design solution for their needs.
- Conceptualize and implement design solutions that meet marketing strategies.
- Supervise junior designers to create concepts, comps, layouts and final art.
- Produce high-quality designs and advertisements for a large variety of clients.
- Support the creation and extension of campaign elements and brand materials.
- Suggest alternative presentations of ideas and visual concepts, to the optimum satisfaction of customers.

FREELANCE

Graphic Designer

Logos, websites, brand and social media identity, business cards, collateral design, informative books, catalog publication, graphic design for outdoor materials, digital photography retouching, sound and video editing.

EDUCATION

UNIVERSIDAD NUEVA ESPARTA

Bachelor Degree on Arts

Double Major: Graphic Designer and Business Administration

Caracas, Venezuela
1995 - 2000

SKILLS

- Bilingual, fluent in english and spanish.
- Highly proficient with Adobe programs like Photoshop, Illustrator, After Effects, Premier Pro, Audition. Microsoft Office.
- Experience working with graphic design, print layout, social media, package design, typography, project management.
- Highly skilled in client and vendor relations and negotiations; talented at building and maintaining relationships.
- Demonstrated ability to produce a wide variety of graphic products and consistently meet deadlines.

