



Profile

A highly collaborative and multifaceted professional adept at conceiving, developing, and implementing innovative design across numerous channels.

Skills

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Premiere Pro
Adobe Audition
Adobe Acrobat
IronCad
Strata Design 3D
Wordpress
Social Media (IG, Facebook, Twitter)
Facebook Business
Google Analytics
Google AdSense
Google AdWords

Expertise

Layout & Design
Concept Development
Brand Identity
Package Design
Web Design
Exhibit Design
Photography
Illustration
Typography
Management
Client Presentation

Education

B.S. Graphic Design
Art Institute of Fort Lauderdale

Languages

English (spoken & written)
Spanish (spoken & written)

Experience

Senior Graphic Designer | Exhibit Designer Skyline Exhibit Craft

December 2015 – October 2020

Design and develop exhibiting solutions and proposals supporting a local sales network of Skyline South Florida. My position allows me to switch roles on any given day between 3D Modeler, Industrial Designer, Graphic Designer and Marketing. All of these roles allow me to Discover, Conceptualize and Create a Unique Solution for all of our Clients needs.

Package Designer | Production Designer Office Depot Global Headquarters

April 2014 – December 2015

Responsible for creating and producing private brand packaging designs that adhere to production standards and guidelines, while also maintaining communication with internal and outside production and merchant teams. Additionally responsible for pre-flight and release of production files.

Senior Graphic Designer | Package Designer Q.E.P. Co., Inc.

March 2011 - April 2014

Produced package design from conception to final production, while taking in consideration different elements to enhance products shelf life. Provided structural solutions and material specifications for hanging packages. Also was in charge of renovating older packaging to new packaging dieline to be compliant with customer standards. Developed graphic standards for rebranding of the QEP line. Partnered with key members to develop strategic marketing campaigns of the QEP brand.

Art Director

Mounted Memories (Dreams, Inc.) now Fanatics

July 2004 - March 2011

Inspire, lead and manage design team, develop advertising and conceptualizing new production ideas in a fast paced hot market. Designed logos, collateral, print ads, packaging designs, and promotional pieces. Color correcting images and photographing product for cataloguing in web. Work directly with printers and production management to create efficient productivity. Created the standard of organization and cataloguing of the Mounted Memories artwork library.