



SENIOR GRAPHIC DESIGNER

CAREER SUMMARY

Bilingual designer with a strong understanding of design principles with over ten years of experience in branding, advertising, and marketing. Capable of applying design principles to projects while maintaining brand consistency. Acquiring a Master's degree in Design Management has provided a deep understanding of bridging business strategy with design thinking, leading projects with a keen focus on detail. Projects include generating \$10 million in annual revenue for the company, increase in brand exposure, and successful rollout of campaigns that resonate with the targeted audience.



VOLUNTEER / PRO BONO SERVICES

UX/UI Designer | Human Health Project

April 2020 - Present

- Revamped the entire platform with a strong focus on user health objectives and personalization, employing a mobile-first engagement approach. The ongoing enhancements include an individually customized visitor dashboard, personalized health literacy learning plan, online events, informative articles for navigating the US healthcare system, and a dedicated community forum for support. The redesign aims to simplify the user journey, become an engaging platform for the audience and feature additional languages to broaden the reach of users.
- Developed high-quality UX design solutions for Human Health Project's core services, creating wireframes, flow diagrams, user storyboards, site maps, and interactive prototypes. Evolved the aesthetic quality of creative material, including the website's user interface, web pages, iconography, and application interfaces. Improvements of elements are navigation menus, card modules, search boxes, widgets, animation and flow of interactions.
- Enhanced SEO strategies resulted in a 4.29% increase in organic search engagement in May 2023 when compared to August 2022, surpassing the performance of paid search metrics. Ensure that the visual branding complies with the guidelines specified in the organization's style guide.



CAREER EXPERIENCE

Design Consultant | Independent [Selected Projects]

March 2014 - Present

Client | Halo Top Creamery Ice Cream, Brand Designer

Developed in-store banner advertisement for the company during the second quarter of 2017. Advertisement displayed in Ralphs and Vons supermarkets across 292 stores in Southern California. The banner aimed to position and promote Halo Top frozen desserts in specific aisles to attract consumers and support cross-selling marketing efforts.

Client | KidSTREAM Museum, Graphic Designer

Conceptualized, designed, and delivered printed banners, measuring 36 inches by 48 inches, to the Ventura County's Children's Museum in Camarillo, CA. The event highlighted bilingual women for their valuable contributions to society through their work in the STEM field.

Client | Ogden & Epker Psychological Clinic, Brand Designer

Built a new brand identity around patient care services to promote the business for a Neurological conference held on the Gulf Coast. Brand recognition improved by 22% leading to an increase in booth traffic. Marketing collateral included the company logo, banner display, brochures, adhesive notepads, tablecloths, and business cards for the business.

Graphic Designer, Level Three | Beyond Limits - Artificial Intelligence Startup

April 2021 - February 2023

- Increased the combined follower count on Twitter, LinkedIn, and Facebook from 10.6k to 14.1k. The improvements were derived from a strategic shift in the brand's direction and the creation of engaging video content. By the end of 2022, all platforms gained a combined total of 3.5k new followers.
- Successfully met the launch date for the website redesign to release the new company product into the market, LUMINAI Refinery Advisor. Continuously met with the developers of the partnered agency to implement the new design and accomplish this goal. The redesign garnered 92k web sessions across international markets. More key performance indicators (KPI) measured bounce rate reduction by 15.7% on webpages. Performance metrics demonstrated improvements in page views per session, visitor count and session duration by users.
- Incorporated new branding direction with a partnered agency to the main Product and Solution webpage of the company's website. The rollout consisted of new UI elements such as icons, digital graphics, animation, and video content. Relaunch of the Product webpage generated 1.5k marketing qualified leads (MQL) for the sales team in 2022.

Graphic Designer | California Lutheran University

June 2019 - November 2019

- Created marketing collateral such as advertising materials, signage, admission packets, and event programs. Collaborated with in-house printing services and outside print vendors to ensure the accuracy of specifications, such as accurate Pantone colors, paper type, and project dimensions. Oversaw the final proofs of print files for accurate print production.
- Designed the branding for the Hispanic-Serving Initiative at the university. The project included banners around the school campus, flyers, and posters displayed in the main building celebrating National Hispanic Heritage Month. For the guest speaker series of the celebration, designed a presentation template to be used as the standard for the Marketing Creative Services department.

- Mockups of brand advertisements were customized for account meetings, aiding sales teams in the United States and Canada to successfully secure business with clients. Through these efforts, creative projects contributed to the company's revenue by generating an average of \$10 million in annual client contracts.
- Spearheaded the Super Bowl XLVII (47) event campaign for the company. The creative elements of the campaign were inspired by the host city, New Orleans. Project collateral included NFL player posters, themed ticket envelopes, creative banners, player signage, event brochures, and an itinerary inspired by the rich heritage of jazz and French Quarter architecture. The thoughtful designs received positive feedback and praise, contributing to the elevation of the brand identity for the company's corporate event. The event produced networking opportunities for the sales team, exclusive access to NFL players, and memorable experiences that nurtured client relationships and fostered ongoing business. The event resulted in a 20% increase in repeated business.
- Upheld the company's brand guidelines and identity in both digital and print marketing through the monthly consumer-branded SmartSource® magazine. Created advertisements for Consumer Packaged Goods (CPG) that were considered high-valued clients. Advertisement inserts spanned across newspapers from the United States and Canada.
- Provided mentoring to junior designers for industry best practices. Advised proper methods to build a foundation on brand identity. Taught designers to create coherent visual styles in projects, concepts of color theory, and design composition.

EDUCATION

User-Centered Design, (UX/UI) Certificate
Parsons School of Design, The New School, New York

Master of Professional Studies (MPS), Design Management
Pratt Institute, New York

Bachelor of Arts (B.A.), Art
Brooklyn College, City University of New York

ACHIEVEMENTS

Human Health Project - Company Website
Designed several pages of the website with the goal of improving usability on both mobile and desktop platforms. Worked alongside the Product Manager, Junior UX Designer, and the Development team to identify areas of concern and improve user flows.

California Lutheran University - Latinx Speaker Series
Served as the lead designer for the Hispanic Heritage month guest speaker series. Designed event advertisement for the entire campus; posters, flyers, banners, presentations, and social media graphics.

AIGA - Flourish Emerging Designers Conference
During the annual AIGA conference hosted at the University of South Alabama, involvement as part of the Executive Board included creating the event's presentation and providing assistance in event planning. In addition, evaluating design portfolios for graduating students, providing valuable feedback to showcase their strengths and providing mentoring in the design field over the course of the summer.

News Corp - Unilever Account Executive Presentation
Collaborated with an Account Executive to create a presentation deck for a crucial meeting with the head client of Unilever. Organized and designed content for upcoming investments in product placement and business growth. This led to a 60% recovery in quarterly revenue.

News Corp - NFL Super Bowl XLVII (47) Client Event
Led the Super Bowl XLVII (47) event campaign for the company. Thoughtful designs received positive feedback, contributing to the elevation of the brand identity. The corporate event nurtured client relationships and fostered ongoing business for the sales team.

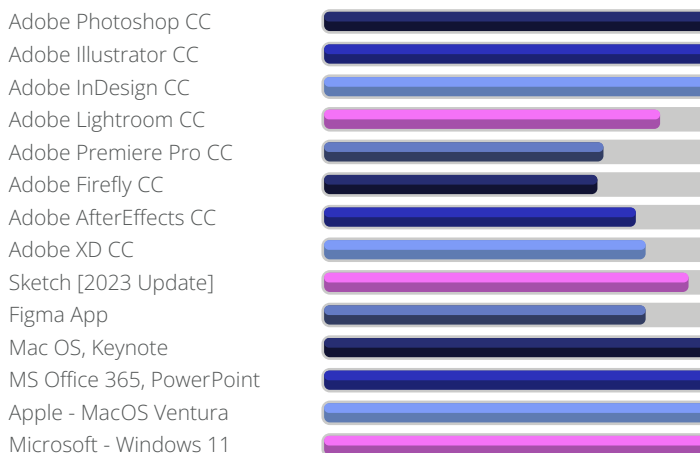
AREAS OF EXPERTISE

Advertising Campaigns, Brand Design, Digital Design, Graphic Design, Outdoor Advertising, Photography, Product Marketing, Marketing Campaigns, Print Design, Typography, User Interface (UI), Web Design

PROCESS AND ACTIVITIES

Brand and Identity, Business Strategy, Concept Development, Data Analytics, Design Thinking, Leadership, User Experience (UX), Product Strategy, Project Management, Social Media Marketing, Print Production

SOFTWARE PROFICIENCY



LANGUAGE

Spanish - Native Proficiency
Reading, Writing, and Speaking 👤👤👤👤👤👤👤👤👤👤

LEADERSHIP AND PROFESSIONAL ASSOCIATION

AIGA - Professional Organization for Design **April 2010 - Present**
Executive Board, Communications Director April 2017 - July 2018

DESIGN SKILLS

Brand Development	◆◆◆◆◆	Iconography	◆◆◆◆◆	Animation	◆◆◆◆◆	Digital Design	◆◆◆◆◆
Business Strategy	◆◆◆◆◆	Typography	◆◆◆◆◆	Social Media Content	◆◆◆◆◆	Mobile Interface Design	◆◆◆◆◆
Corporate Identity	◆◆◆◆◆	Design Systems	◆◆◆◆◆	Photography Editing	◆◆◆◆◆	Social Media Design	◆◆◆◆◆
Market Strategy	◆◆◆◆◆	Style Guides	◆◆◆◆◆	Video Editing	◆◆◆◆◆	Presentation Design	◆◆◆◆◆