

Experienced Visual Designer with more than 10 years in print and digital platforms. Possess a diverse set of creative and technical skills. Fluent in English and Spanish. Have worked in financial, television and telecommunications. Areas of expertise include:

UX Design

Social Media Content

Typography

Commercial Photography

Graphic Design

Illustration

Video Production

Print Process

Motion Graphics

PROFESSIONAL EXPERIENCE

MASSMUTUAL, Graphic Designer

2016-2017

Charged with design, content creation, social pages, e-mails, videos, and merchandise. Produced and edited video content. Developed UX designs for website enhancements. Managed the brand manual and social media ads for a new and innovative online life insurance service called ValoraLife.

- Executed and supplied artwork for an integrated brand and customer acquisition campaign for digital and traditional media that was directed to an audience in 15-states that achieved 60M impressions and drove over 60,000 website visits.
- Produced and edited 4 testimonials videos for Facebook sponsored ads with close to 1 Million total views that drove the highest conversion rates for 5 straight months.
- Collaborated in the redesign of a new user experience and interface for a quote page that was used by more than 11,000 potential customers and created close to 2000 accounts in an 8-month period.
- Managed and curated a photography library that consisted of over 600 high resolution images that were used in digital blogs, print, website and social media.
- Created and programmed 80 digital HTML banners for digital advertisement with a .13% click through rate (above industry average of .10%)

IMPRINT.COM, Graphic Design and Production

2015-2016

Charged with the review, edition and printing of graphics submitted by customers via online order for t-shirts and promotional products.

- Completed final artwork and concepts for screen-printing, sublimation, and digital printing for promotional products with a rate of over 100 orders daily.
- Supervised and performed maintenance on 3 Brother GT-782 direct to garment machines designed and produced over 200 t-shirts daily.
- Delivered final artwork and production templates for yard signs with a production rate of over 800 printed and delivered items on a 6-hour shift.

Alejandro Serpas

MILLICOM INTERNATIONAL CELLULAR, Graphic Designer and Webmaster

2012-2013

Successfully managed and updated the main website for Tigo El Salvador, the leading telecommunication and media company in the country with 40% of the mobile market.

- Managed and completed 5 major marketing campaigns programs (logos, brochures, newsletters, presentations, storefront displays, animated presentations, press and digital advertisement)
- Conceptualized and delivered 3 online magazines for online distribution.
- Directed motion graphics and audio jingles for 8 video spots of 30 seconds that were used for social media and cable television for approximately 2 weeks each.

AVANCE WORLDWIDE PARTNERS, Creative and Animation Specialist

2011-2012

Performed as a creative for retail campaigns in press advertisement, implemented brand manuals for Walmart, Banco Azteca and Alas Doradas a paper company.

- Defined the look and feel for a retail campaign that lasted more than 4 months and was printed in several newspapers with a budget of over \$25,000 thousand dollars.
- Successfully designed and animated 2 weekly outdoor billboards ads for Walmart.
- Solved a summer season sale catalog for Walmart designed the layouts and product photography for over 200 items that were used for a print with over 300,000 reproductions.

SAATCHI & SAATCHI, Creative and Animation Specialist

2010-2011

Supported the design department and produced final artwork for advertising campaigns, proposals, campaign concepts, motion graphics for digital and print mediums.

- Designed over 6 major projects of 30 second animated storyboards, that resulted in TV commercials
- Organized and photographed over 50 college students to be used for a magazine print advertisement with more than 200k print reproductions.

CHANNEL 12 TELEVISION, Graphic Designer

2008-2010

Ensured the correct use of graphics for television shows as well as paid commercials graphics, proposed new concepts for branding and web design.

- Collaborated in the creation of the look and feel for 3 television shows with a combined audience of over 500,000 thousand viewers.
- Redesigned the main website of the television channel, proposed 4 new mini websites for individual television shows that increased the traffic to the site.

EDUCATION BACKGROUND

Bachelor in Graphic Design, Universidad Dr. José Matías Delgado

Photoshop for photographers by Vancouver photo workshops (VPW) Vancouver, Canada

TOOLS:

MAC OS, Windows / Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere CC, Adobe XD, Animate CC, Lightroom CC) Apps: Procreate, Adobe Illustrator.