

Marcos Rafael Fiol

UX/UI VISUAL DESIGNER

(305) 338-1806

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www.marcfiol.com

PROFILE

SUMMARY

A versatile Visual Designer who brings a unique sense of creativity, exceptional organizational skills, a warm, welcoming demeanor, and unwavering self-motivation in order to continue my career growth.

EDUCATION

University of Florida, Gainesville, FL

Bachelor of Science in Advertising

May 2020

- Relevant coursework: Sight, Sound, & Motion, Social Media Management, Copy & Visualization, Advertising Campaigns, and Advertising Sales
- Volunteer Digital Arts Coordinator & Graphic design team member for *Swamp Records*

SKILLS

Familiar with the following:

- Adobe Photoshop
- Adobe Premier Pro
- Adobe Illustrator
- Figma
- Adobe InDesign
- Webflow
- Adobe XD
- Microsoft Office

CERTIFICATIONS

Hootsuite Platform Certification

Issued: August 2019

Credential ID: 13560081

Google UX Design Certification

Issued: June 2021

Credential ID: VY3BJVQCGSWF

WORK EXPERIENCE

Freelance Visual Designer

(Jan 2021 - present)

Concentrations: UX/UI Design for Web and Mobile

I currently offer services in Website Design, Landing Page Design, IOS App UX/UI Design, Original Logos, and IOS App Icon. All services are offered through my website that I designed, and built. I have worked for clients such as Kompoz.com, Alles IoT, Applicate Inc., and the University of Florida.

Journalism Funding Partners

(May 2022 - present)

Communications & Administrative Coordinator

As the Communications & Administration Coordinative, my responsibilities consist of raising awareness of the importance and impact of JFP's work of increasing the depth, diversity and sustainability of local news. My main tasks are web design/development, social media management, blog writing, grant writing, creation & distribution of marketing materials, document organization, donor check processing, and monitoring budgets.

SparkIt Creative

(May 2020 - Sept. 2020)

Contract Content Creator

I was tasked with designing, and exporting graphics for the advertising agencies social media pages, along with create content and digital advertisements for the accounts that used SparkIt Creative. The programs I used the most while working here was Adobe Photoshop, Illustrator, and Premier Pro.

Independent Florida Alligator Newspaper

(Jan. 2019 - Sept. 2020)

Account Executive

I was the account executive for all University of Florida advertising needs. I made cold-calls, designed advertising mock ups, closed sales, and sold over \$5,000 worth of digital, and print advertising. I started as an Intern May 2018, and was promoted to the Account Executive Position. I was earned an "Intern of the Summer" Award while there.

REFERENCES

Jerry Butler

Adjunct Lecturer at UF

(352) 727-0084

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David Towress

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Shaun O'Connor

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