

Alvaro Vasquez Resume

Contact

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Top Skills

Team Leadership

Figma

Adobe Creative Suite

Webflow

Design Systems

UI Design

Resourcefulness

Awards

2024 Graphic Design USA

StrixMedia Logo Design

Languages

English

Spanish

I am a graphic designer with over 10 years of experience working across web, brand, and digital platforms. I am an award-winning designer and a seasoned freelancer who has successfully delivered a wide range of projects for clients across different industries. I like to combine strategic thinking with hands-on design to create clean and engaging creatives. I am a team player, a visual problem solver, and a tool enthusiast who loves to use Figma, Webflow, and the Adobe suite to turn ideas into reality. Always curious, always designing with intention.

Work History



Creative Lead for HTML Products

2023 - Present

As the Design Lead of HTML Products I am responsible for driving the creative vision, managing design processes, and ensuring the delivery of high-quality visual and user experiences across our HTML products such as email, landing pages, and websites. This role requires a strong balance of leadership, creativity, and strategic thinking to guide a team of designers in producing compelling and efficient designs. This role requires me

to collaborate closely with cross-functional teams, including developers, design leads, and other stakeholders, to create impactful and innovative design solutions.

Junior Designer

May 2018 - 2023

MadHive offers creative products to partners who then sell these services to their clients to enable them to run digital display campaigns. I was responsible for creating hundreds of digital display ads for many different industries, large and small. During this time I sharpened my skills in digital design and motion graphics. I also gained understanding of how to create designs for small businesses with no branding and how to follow strict branding guidelines for larger businesses to create designs that feel on brand.



Freelance Graphic Designer

May 2019 - Present

As a Freelance Designer I take on a variety of roles to guide design projects from start to finish, using strong communication, creative thinking, and strategy to deliver solutions that fit each client's needs. I work closely with clients

to understand their goals, offer thoughtful design direction, and create visuals that reflect their vision. I focus on solving design challenges, developing concepts, managing timelines, and shaping the overall art direction to produce high-quality work while building strong relationships and delivering results that stand out.

Additional Experience

Marble.com | Entry Level Graphic Designer

May 2015 - May 2018

Education



AAS Graphic Design

September 2012 - May 2015

The program focused on career development taught students creative problem solving alongside critical thinking and professional design abilities. I learned visual communication through both academic assignments and practical real-world projects.

Key coursework included:

- Graphic Design I
- Typography I
- Computer Graphics for Designers

- Branding for Media
- Brochure & Magazine Design
- Product and Artwork Photography
- Digital Prepress
- Portfolio and Professional Practice

Skills

Skills

 Skill	 Type	 Skill Level
 <u>Logo Design</u>	Graphic Design	90%
 <u>AI Implementation</u>	Design Tool	90%
 <u>Adobe Illustrator</u>	Design Tool	90%
 <u>Webflow</u>	Website Builder	90%
 <u>Figma</u>	Design Tool	90%
 <u>Photoshop</u>	Design Tool	90%
 <u>Brand Design</u>	Graphic Design	80%
 <u>Design Leadership</u>	Project Management	80%
 <u>Animate CC</u>	Animation	80%
 <u>Notion</u>	Project Management	60%

