

## Summary

Talented designer with extensive experience in the design industry who is highly motivated, creative and versatile. Specially skilled in creating and directing advertising designs and/or campaigns. Emphasis on conceptual design and communication goals, high attention to detail. Exceptional interpersonal skills with team members and account executives. Accomplished at incorporating the desires of the client with a superior design solution. Seeking a company that demands high-quality design to further business goals and professional image.

## Professional History

05/2013 – Present

Web/Graphic Designer

**Automotive Management Services, Inc. – West Palm Beach, FL**

- Design web banners to be displayed on clients' websites as well as online ads for 100+ dealerships while keeping them compliant according to the brand marketing guidelines.
- Create and maintain landing pages for all clients' websites while using HTML and CSS languages (keeping them responsive across all viewports)
- Create eblasts for all automotive dealerships
- Collaborate with account executives to accomplish clients' requests and goals.
- Participate on website migrations from one platform to another.
- Audit websites for usability, design and coding issues.

05/2004 – 09/2012

Advertising Artist

**The Palm Beach Post (Cox Enterprises) – West Palm Beach, FL**

- On tight deadlines, designed/created and modified newspaper advertisements in print and online for all types of businesses (small, medium, large), while ensuring accuracy and high quality.
- My creative solutions also included inserts, posters, direct mail, postcards, calendars, logos and more.
- In addition, I designed/created animated and static online ads — from concept to completion — using Adobe Flash, Photoshop, Illustrator and InDesign; as well as HTML coding.
- Translated clients' ads from English to Spanish.

## Education

12/2000

**Florida Atlantic University – Davie, FL**

Bachelor of Fine Arts in Graphic Design

## Professional Expertize

**Skills:** Website layout design, eblast design, web banner ads, advertising design and logo design. Mac OS and Windows OS proficient. Fluent in English and Spanish.

**Software and Languages:** Adobe Creative Cloud, Microsoft Office, Sublime, Creatopy, Figma, WordPress, HTML and CSS.