

PROFESSIONAL SUMMARY

Creative graphic designer with a strong background in brand development, marketing collateral, and digital media. Adept at conceptualizing visually compelling designs that drive engagement and revenue growth. Skilled in managing high-volume projects, collaborating with executive teams, and streamlining workflows for efficiency. Passionate about enhancing brand strategies through impactful design solutions that foster audience connection and business success.

CORE COMPETENCIES

Graphic Design | Brand Development | Digital & Print Media | Rebranding | Marketing Strategies | Visual Identity
Typography | Logo & Icon Design | Social Media Content | Email Marketing Design | Print Production & Prepress |
Brand Guidelines & Compliance | Creative Problem-Solving | Adobe Creative Suite | Figma | Project & Workflow
Management | Team Collaboration | Marketing Campaign Execution | Stakeholder Communication

PROFESSIONAL EXPERIENCE

Graphic Designer

West Marine | March 2024 - December 2025

- Solely managed the design and execution of six national mailers in 2024, a key revenue-driving initiative, collaborating directly with the Creative Director, CMO, and Merchandise Team.
- Led the design and execution of multi-platform marketing assets, ensuring brand consistency and enhancing customer engagement.
- Partnered with executive leadership to refine branding strategies, optimizing creative alignment across teams.
- Managed multiple high-volume projects, prioritizing tasks and streamlining workflows to meet tight deadlines.
- Developed innovative creative solutions to enhance brand engagement and marketing effectiveness.
- Implemented streamlined asset organization, enhancing workflow efficiency and ensuring cohesive branding across all campaigns.
- Initiated and developed two strategic proposals to strengthen brand community engagement:

Social Media Engagement Proposal: Analyzed current performance, competitor strategies, and areas for improvement, presenting a before-and-after comparison with actionable steps.

Merchandise Expansion Proposal: Created a comprehensive gear collection (mugs, sweaters, hoodies, notebooks, water bottles, etc.) to foster stronger brand connection among employees and customers.

Graphic Designer

The Brand Collective | May 2022 - August 2023

- Managed branding projects for 14+ clients across industries, including restaurants, real estate, hospitality, and fashion.
- Led rebranding initiatives, developing brand collateral, visual identities, and marketing materials that strengthened client positioning.
- Designed innovative brand identities, logos, and icons, tailoring creative options to diverse audiences.
- Provided creative input on email marketing, social media content, and case study development to enhance campaign effectiveness.
- Streamlined design processes, sharing best practices for improved workflow efficiency.

Graphic Designer

July 2019 - Present

- Designed and executed full-scale brand identities and marketing materials for diverse clients, strengthening brand recognition and audience engagement.
- Created strategic print and digital designs, including event collateral, advertisements, and social media content.
- Designed promotional materials for "Thesis 2023" in the Miami Design District, contributing to the event's success.
- Advised clients on brand strategy, ensuring seamless integration of design across digital and print platforms.

SOFTWARE & TOOLS

Adobe Illustrator, Photoshop, InDesign, After Effects, Figma, ProCreate, Microsoft Office, Asana, Monday, Everhour, Wix Website Design

EDUCATION

University of Florida | Bachelor of Fine Arts in Graphic Design, Minor in Art History
(Cum Laude, 2023)

AWARDS & RECOGNITIONS

MVP of the Month (2023) - The Brand Collective

LANGUAGES

- English
- Spanish