

## 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 - Present

- 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