



Highly motivated and innovative graphic designer with experience in branding as well as corporate and community service promotions. Expert oral and written communicator; thrive in diverse work environments. Equally comfortable designing in English and Spanish.

## EDUCATION

Parsons (The New School for Design), New York, NY  
Bachelor of Fine Arts in Communication Design, 2010

Parsons (The New School for Design), New York, NY  
Masters of Fine Arts Digital Design & Technology, 2013

## PROFESSIONAL EXPERIENCE

### **FREELANCE DESIGNER, 2016-Present New York, NY**

#### **MULTIPLE PROJECTS:**

**Caring For Caregivers NYC, Toys for Boys Miami LLC., Yliana Yopez, Strong in Therapy by Marianna Strongin, Psy.D, Hexameter Capital Management and others.**

#### **RESPONSIBILITIES:**

- Develop brand strategies.
- Provide corporate and consumer identity and branding solutions, packaging, environmental, ux and web design.
- Develop assets for all social media platforms (mastheads, avatars, and platform specific display ads).
- Social media management.

### **INTERACTIVE & DIGITAL DESIGNER, 2013-2016, Neri Design Group, New York, NY**

\* NDG is Brand & Design Agency.

#### **RESPONSIBILITIES:**

- Develop brand strategies.
- Create interactive brand experiences.
- Provide corporate and consumer identity and branding solutions, packaging, environmental, ux and web design.
- Develop assets for all social media platforms (mastheads, avatars, and platform specific display ads).
- Create and maintain brand book for all **NDG's** social media channels, as well as print and digital material.

### **FREELANCE GRAPHIC DESIGNER, 2013, Columbia Business School, New York, NY**

\*CBS is an innovative cross-disciplinary business school specializing in corporate, non-profit and community awareness based education programs.

#### **RESPONSIBILITIES:**

- Design highly effective branding and ad initiatives; collaborating with staff and management to ensure client satisfaction.

### **FREELANCE DESIGNER, 2013, Mell Investment Group, New York, NY**

\* MIG is a partnership providing personalized investment advice and high net worth financial guidance.

#### **RESPONSIBILITIES:**

- Design brand identity, website and marketing material.

### **CREATIVE DIRECTOR, 2012-2013, DGD Group, New York, NY**

\* DGD Group is a unique concierge and consulting service for esteemed clientele; provider of complete global services in areas such as finance, real estate, design and travel arrangements.

#### **RESPONSIBILITIES:**

- Effectively handle not only creative directorship, but also all graphic design and print production activities.
- Design and implement successful corporate identity package including websites, press kits, catalogs and templates.
- Develop strategic marketing / merchandising / sales presentation procedures greatly increasing the visibility and goals of the company.

### **GRAPHIC DESIGNER / MARKETING ASST., 2010-2012, Miah Worldwide Media, New York, NY**

\* MWM is a fast paced global marketing, advertising and multi-media enterprise with flare for unique concepts and strategies.

#### **RESPONSIBILITIES:**

- Utilize strong time management and organizational skills to manage multiple projects simultaneously.
- Design and implement successful corporate identity package including websites, press kits, catalogs and templates.

**AWARDS:** Chosen by the City of Santa Monica, CA as one of the elite 4-person team to design the "Big Blue Bus" 80th year anniversary exhibition.

## TECHNICAL SKILLS

High proficiency in Adobe Illustrator CC, Photoshop CC, InDesign CC, After Effects CC, Microsoft Word, Excel, PowerPoint, iWork & Keynote.