

EDUCATION

PRATT INSTITUTE

2016 - 2018

NEW YORK, NEW YORK

MFA in Communication Design

ROCHESTER INSTITUTE OF TECHNOLOGY

2012 - 2016

ROCHESTER, NEW YORK

BFA in Industrial Design

Minor in Marketing

SKILLS & SOFTWARE

Art Direction

Branding

Grid & Layout Design

Illustration

Motion Design

Print Design

Social Media Design

Typography

UI/UX Design (Web and Mobile)

Adobe Creative Suite

CSS Coding

Figma

G-Suite

Keynote

Microsoft Office Suite

Visual Design

LANGUAGES

SPANISH | Fluent

ENGLISH | Fluent

PORTUGUESE | Highly Proficient

EXPERIENCE

PARAMOUNT

JULY 2019 - PRESENT

DESIGNER - GLOBAL CREATIVE GROUP

- Lead the design of various assets including company decks, websites, marketing materials, email campaigns, and trade advertisements for Ad Sales, Partner Marketing, Consumer Products, and Retail teams.
- Collaborate across departments to understand business objectives and craft engaging presentations and sales materials that successfully attract new and partners.
- Collaborate with other designers and vendors on product shoots and experiential designs.
- Create new templates and design libraries based on the latest brand guidelines for internal and external materials.

DESIGNER - NICKELODEON

- Designed presentations and brand visual assets for the ad sales and consumer products departments.
- Collaborated with cross-functional teams to explore and implement new visual identities for presentations that helped promote company revenue.

FREELANCE DESIGNER

2020 - PRESENT

- Create branding, identity work, digital marketing campaigns, illustrations, packaging designs, and websites that help clients successfully grow their brand recognition.

ENTRÉE HEALTH

SEPT 2018 - JULY 2019

ART DIRECTOR

- Served as lead and supporting art director for multiple brands, overseeing both print and digital design projects.
- Conceptualized and executed layouts for various materials, including brochures, infographics, email templates, presentations, and websites.
- Successfully lead the redesign of the company's current website.