

C O V E R L E T T E R

OBJECTIVE

To secure a full-time position within your organization where my extensive experience as a professional Graphic Designer can drive impactful, effective, and high-quality branding and marketing projects.

WHY ME?

Consider me because I am a genuine, straightforward, honest, and dedicated professional you may trust. I approach bringing fresh and innovative ideas infused with positivity and energy. I believe together, we can make a meaningful impact on our shared goals.

Consider me because I have a deep background in design principles, particularly in style, typography, color, and composition layout. I am a professional designer with a collaborative approach and a growth mindset, making me a valuable asset in any forward-thinking design environment. In addition, I have worked with several offset and digital printing equipment and tools. I possess a strong understanding and technological expertise in preparing high-resolution CMYK print files -prepress- and RGB files for the web.

Consider me because I elevate the quality and cohesion of my designs by seamlessly integrating cutting-edge technologies like Artificial Intelligence. I have quickly refined my ability to craft precise prompts, enabling me to deliver high-quality visuals that align perfectly with textures, color palettes, and styles. This approach ensures every project is not only visually impactful but also strategically crafted to meet the evolving demands of modern design.

Consider me because I have taken on and excelled in various responsibilities as a Project Design Manager, including leading teams of up to six designers and managing budgets for design projects spanning print materials, trade shows, and marketing events. I have also built extensive expertise in negotiating and collaborating with print shops, convention centers, and suppliers across diverse services.

Consider me because I am fully authorized to work in the U.S. as a citizen. I bring advanced Spanish fluency and a deep understanding of Hispanic-American culture, enabling me to craft designs and connections that truly resonate with diverse audiences.



R E S U M E

SUMMARY

Detail-oriented, analytical, and highly proficient Designer with a proven track record of success in branding, UI design, and design project management. Skilled in the latest and leading design and productivity software, equipment, and technologies. Fully experienced in design for both print and digital mediums, specializing in the creation and conceptualization of compelling visual communication for wholesale and consumer products, point-of-sale material, graphics for video, web, and print. Seasoned as an AI prompt specialist with a successful performance in creating extremely precise prompts, effectively guiding Artificial Intelligence as a very productive tool to execute and integrate high-quality design projects. Meticulous in designing and executing trade show booths, graphics, and structures, from conceptualization to dismantling.

SKILLS

- Strong and deep understanding of design by solid and expert use of typography, color, geometric shapes, and aesthetic layouts.
- Advanced proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, InDesign, Acrobat, Dimension, and Premiere Rush.
- Exceptional in all creative phases, from planning and conceptualization to execution and professional delivery.
- Proven ability to adhere to brand and style guidelines while creating new design content.
- Proficient in Apple iWork, Google Workspace, Microsoft Office, Figma, Sketch, Canva, Slack, Dropbox, SVG Editor, Mockup, and more.
- Comprehensive understanding of digital pre-press file preparation for both digital and traditional print processes.
- Expertise in manipulating high-res files for print in CMYK or Pantone, and RGB low-res image formats for the web.
- Solid experience creatively supervising and directing professional photo shoots with a keen eye for aesthetics and details.
- Strong proficiency in creating digital marketing presentations with Keynote, PowerPoint, and Slides.
- Advanced proficiency in no-code web design, building modern websites and landing pages using the Wix platforms.
- Proficiency in AI prompting through OpenAI GPT/DALL-E, Perplexity, Google Gemini, and other newest AI models.
- Experience in marketing project management, handling and contracting external print shops, staff, and several different vendors.
- Fluent in Spanish and English, enhancing communication across diverse audiences.

EXPERIENCE

Graphic Designer / Freelance — Columbia MO / Orlando FL (Hybrid, Remote) / 2014 — 2024

- Collaborated with clients to craft compelling visual narratives that resonate with their targets.
- Designed marketing materials for mid-sized corporations, renowned brands, and small businesses, delivering standout works in competitive markets.
- Specialized in transforming brand identities through thoughtful design, enhancing recognition and fostering meaningful connections with target audiences.
- Conceptualized and created impactful design solutions — including logos, catalogs, packaging, labels, brochures, banners, billboards, print and editorial layouts, and web assets — that elevated product visibility and consumer engagement.
- Leveraged expertise in prepress and file preparation, efficiently supervising the final production of print materials with print shops and suppliers.
- Experienced in designing professional digital presentations in Apple Keynote and Microsoft PowerPoint.
- Prototyped web design and designed hundreds of assets for developers. Additionally, I build attractive, simple, and professional websites using no-code tools — Wix.
- Directed photo shoots and managed image retouching projects with precision, ensuring every visual element seamlessly aligned with the brand's overarching narrative.
- Created large-scale visual concepts for trade shows and events, translating brand stories into immersive booth experiences that consistently exceeded client expectations.
- Pioneered innovative uses of digital design and AI-generated assets to deliver cohesive, forward-thinking graphic solutions for web, print, presentations, and social media platforms.

Graphic Designer, Advertising Manager / Vertilux Ltd — Miami, Florida (On-site) / 1994 — 2014

- Created and established the company's corporate brand identity, ensuring consistent brand integrity.
- Designed the first company website. Launched the inaugural social media presence, and implemented a webmail system, achieving significant results over several decades.
- Directed and executed professional graphic design work for hundreds of marketing campaigns in the United States and Latin America, enhancing brand exposure and strengthening wholesale and consumer customer interaction — including logos, catalogs, packaging, brochures, billboards, collateral, and editorial materials.
- Brainstormed and created renowned and enduring product brand names, as well as numerous fabric and item names for most important consumer product lines.
- Designed innovative sample books and color sample decks to position consumer window covering products across multiple markets, including JCPenney, Lowe's, Home Depot, and numerous international distributors in Central America and Latin America.
- Created booth graphics and structures, managed trade show logistics for participation in iconic conventions driving record-breaking annual results consistently.

EDUCATION

Bachelor in Graphic Design -Validated by a foreign credential evaluation service, DOL & DOE.
Instituto de Diseño Perera, Caracas. Venezuela.

CONTACT

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