

# C O V E R L E T T E R

## **OBJECTIVE**

To obtain a position within your organization where my comprehensive background as a Graphic Designer and no-code Web Designer enable me to deliver quality and effective marketing/branding design projects.

## **WHY ME ?**

Consider me because I offer the opportunity to be part of the transformative journey that Graphic Design is undergoing by integrating cutting-edge A.I. technology. Through detailed and well-thought-out prompts, I have achieved valuable images that seamlessly integrate into my designs, maintaining consistency in textures, color palettes, and overall style. As a DPS (Design Prompt Specialist), by crafting precise prompts, I work with Artificial Intelligence to deliver high-quality graphics, images, and photos for multiple projects.

Consider me because I have a strong 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.

Consider me because I possess a solid understanding and technological expertise in preparing high-resolution CMYK print files (Pre-Press) and RGB files for web. I have worked with offset and digital printing equipment. I have supervised teams of up to eight designers and managed budgets for certain design print projects, as well as several trade shows, sales conventions, and product presentations.

Consider me because I am legally eligible to work anywhere in the United States and, as a U.S. citizen, I do not require sponsorship. Additionally, I am bilingual in Spanish at an advanced level with communication skills and a deep understanding of Hispanic-American culture.



# R E S U M E

## SUMMARY

Detail-oriented, analytical, and highly proficient Graphic Designer & no-code Web Designer with a proven track record of success in branding and design project management. Skilled in the latest and leading design and productivity software, equipment, and technologies. Seasoned as a DPS (Design 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. 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. Meticulous in designing and executing trade show booths, any kind of graphics and structures, from conceptualization to installation and dismantling. Proven ability to manage multiple tasks independently or as part of multicultural teams. Bilingual in Spanish at an advanced level.

## SKILLS

- Skilled in creating detailed and precise prompts to seamlessly integrate AI-generated assets into designs, maintaining consistency in overall style.
- Strong 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.
- Proficient in Canva, Apple iWork, Google Workspace, Microsoft Office, Figma, AI, Slack, Dropbox, Shopify, and more.
- Solid experience creatively supervising and directing professional photo shoots with a keen eye for aesthetics and details.
- Strong proficiency in creating digital presentations with Keynote, Slides, and Powerpoint.
- Proven ability to adhere to brand and style guidelines while creating new design contents.
- Advanced proficiency in no-code web design, building modern websites and landing pages using no-code web platforms.
- Proficient experience in Wix web builder, Bubble.io tools or WordPress.
- Comprehensive understanding of digital pre-press file preparation for both digital and traditional print processes.
- Expertise in manipulating hi-res files for print in CMYK or Pantone, and RGB low-res image formats for the web.
- Experience in marketing project management, handling budgets for different printing works, sales conference materials, various sample books, binder cards, and product demonstrations, including contracting print shops, staff, vendors and suppliers.
- Proficient in iColor ProRIP software. Scitex drum scanners and Scitex pre-press work stations. Tabloid 5 color (CMYK+W) digital printer with White overprint/underprint capabilities. Stahls' Hotronix Fusion IQ heat presses. Roland eClass vinyl cutter. Linotronic printers and flat bed scanners. HP DJT1100 44' plotter printer and eRIP for Mac software.
- Bilingual, fluent in Spanish and English, enhancing communication across diverse audiences.



## EXPERIENCE

**Principal Graphic Designer** - Spirit of '76 LLC - Columbia, Missouri - 2014 to 2024

- Created memorable comic characters and concepts. Designed major product catalogs, all collateral print material, and several magazine ads.
- Produced a wide range of layout designs for print materials, exterior banners and billboards, social media graphics, and numerous web assets.
- Successfully enhanced corporate identity, increasing brand recognition and distinguishing it from other names in the fireworks industry.
- Designed dozens of iconic product labels for the RealTree, SkyBacon, and Tako brands, achieving successful recognition among end consumers.
- Led innovative photo shoots and demonstrated strong photography skills and Photoshop skills in image retouching.
- Created promotional material for the largest fireworks tent in the Midwest, and produced successful and product demo events for 200+ attendees.
- Designed a trade show booth that introduced the company to events at the highest level, consistently surpassing sales records for 8 consecutive years.

**Graphic Designer, Marketing Project Manager** - Vertilux Ltd - Miami, Florida - 2004 to 2014

- Executed professional design work, including corporate logos, graphics, and art-directed graphic design for hundreds of successful advertising assets.
- Designed and developed innovative product brand sample books, fabric technical bindercards, and color sample decks to position consumer collections in retail markets through major channels such as JCPenney, Lowes, Home Depot, and international distributors.
- Created and established the company's corporate identity, ensuring recognizable brand integrity.
- Established the first company website, social digital presence, and webmail system, obtaining historical changes and innovative results.
- Effectively managed the marketing budget ensuring record annual results for over a decade.
- Organized conferences and iconic events, including trade show graphics, structure design, logistics in Miami, Orlando, Atlanta, Washington, Baltimore, Chicago, San Diego, Long Beach, Los Angeles, New Orleans, Las Vegas, Stuttgart, and Frankfurt, obtaining record annual sales yearly.

## EDUCATION

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

## CONTACT

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