

COVER LETTER

OBJECTIVE

To secure a position within your organization where my proven comprehensive background as a professional Graphic Designer & nc/UX Designer enables me to deliver quality marketing design projects and create effective branding. Currently seeking a full-time opportunity in any format ---W2, 1099, or contract.

WHY ME ?

I specialize in crafting compelling visual concept communication for a variety of products and services, boasting a blend of creativity, extensive experience, and a natural aptitude for creating aesthetic design projects. Additionally, I possess a solid understanding of preparing print files and digital files for web assets.

I am legally eligible to work anywhere in the United States and, as a national citizen, I will not require any sponsorship to work now or in the future. Bilingual in Spanish at an advanced level with a deep understanding of Hispanic-American culture.



SUMMARY

Detail-oriented Graphic Designer and UX Designer with demonstrated success in branding and design project management. Mastery of Adobe Creative Suite software and proficiency in various leading design productivity software. Seasoned in design for both print and digital mediums. Specialized in creating compelling visual concept communication for wholesale and consumer products, point-of-sale material, graphics for video and editorials. Meticulous in designing and executing trade show booths, 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, with clear communication skills. Currently seeking an on-site or remote opportunity to leverage my versatility in a full-time capacity (W2, 1099, or contract).

SKILLS

- 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 that enhances branding and identity.
- Solid understanding of design characterized by strong and expert use of typography, color, geometric shapes, and aesthetic layouts.
- Experienced in marketing project management and adept at keeping projects moving while keeping stakeholders updated.
- Advanced proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, InDesign, Dimensions, and Premiere.
- Skilled in Google Workspace apps, Canva, PowerPoint, Word, Dropbox, Figma, Slack, and Artificial Intelligence.
- Proficient in Apple iWork, including Keynote, Pages, and iCloud, as well as macOS and Apple hardware and equipment support.
- Advanced proficiency in no-code web design, building modern websites, and designing effective landing pages using no-code platforms such as Wix Web Builder, no-code Bubble.io tools, or WordPress.
- Expertise in manipulating hi-res files for print in CMYK, RGB, Pantone, and low-res image formats for the web.
- Strong experience creating Keynote, Google Slides, and PowerPoint digital presentations.
- Comprehensive understanding of digital pre-press file preparation for both digital and traditional print processes.
- Solid experience creatively supervising and directing professional photo shoots.
- Ability to accept feedback and willingness to apply new directions with a "can-do" approach.
- 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 designed major product catalogs, all collateral print material, and several magazine ads.
- Produced a wide range of designs for P.O.S. materials, street billboards, exterior banners, 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 Photoshop skills in image retouching.
- Produced many successful and impactful product demo events for 200+ attendees, and created all graphics, emblems, promotional material, and actual merchandise layout for the largest fireworks tent in the Midwest.
- Introduced the company to many events with a professionally designed trade show booth in Georgia, Tennessee, Kansas, Michigan, and Missouri, consistently surpassing sales records for ten 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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