

EXPERIENCE

Web Designer - Graphic Designer - Illustrator

Pure Strategic | July 2016 - Present

- Collaborate with Digital Marketing Team to create a modern, responsive, and engaging design direction for digital campaigns
- Coordinate graphic design projects from concept through completion
- Translate subject matter into concrete design for newsletters, promotional materials and sales collateral
- Create high end visual compositions with limited resources in an agile environment
- Photography for social media content
- Extensive photo retouching
- Visual design + iconography for presentations
- Digital illustrations for different websites and digital campaigns
- Provide quality assurance on all designs according to our clients brand guidelines
- Manage up to 5-10 projects or tasks at a given time while under pressure to meet weekly deadlines

Web Designer - Graphic Designer - Junior Web Developer

IntouchDev | August 2011 - July 2016

- Created high end visual compositions with limited resources in an agile environment
- Provided quality assurance on all designs according to our clients brand guidelines
- Illustrated digital infographics for social media marketing
- UX & UI design - wireframes and user flow
- Coordinated graphic design projects from concept through completion

Creative Lead - Web Designer - Graphic Designer

avVenta (now part of accenture) | March 2007 - August 2011

- Led in the design, development and implementation of the graphic, layout, and production communication materials
- Delegated tasks to the 8 members of the design team and provide council on all aspects of the project
- Led a team of designers to produce large banner projects for weekly promotions
- Supervised the assessment of all graphic materials in order to ensure the quality and accuracy in the design
- Created high end visual compositions with limited resources in an agile environment
- Extensive photo retouching
- Provided quality assurance on all designs according to our clients brand guidelines
- Managed up to 5-10 projects or tasks at a given time while under pressure to meet weekly deadlines

EDUCATION

Project Manager

Master's Degree
ULACIT - Costa Rica

Computer and Business

Technical Degree
ULACIT - Costa Rica

Graphic Design

Bachelor's Degree
Universidad Americana - Costa Rica

SKILLS

- Visual design for digital brands - site, email
- Art direction - multichannel including print
- UX & UI design - wireframes and user flow
- CSS & HTML + responsive design - working knowledge
- Branding creation
- Digital illustration
- Photography + photo retouching + set styling
- Social media creative direction
- Content design + infographic design
- .Gif
- Strong design and image editing skills
- Problem solver
- Ability to work under pressure
- Fast learner
- Team work skills
- Ability to follow guidelines
- Ability to meet due dates

Software:

- Adobe: Photoshop, Illustrator, InDesign, Dreamweaver (Basic), Adobe Premier (Basic)
- Microsoft Office
- Keynote, Pages

Platforms:

Mac OS, Windows

Languages:

Spanish - Native | English

INTERESTS & INFO

- My family is my most valued treasure
- I'm originally from Costa Rica
- My hobby is to create Surface Pattern designs, and sell them online
- I love to create illustrations of my favorite subjects, mixing different medias
- Yoga lover and doggy mom

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