

## SUMMARY

Multidisciplinary graphic designer with 5+ years of experience across digital, print, and integrated campaigns. Bilingual in English and Spanish, with proven experience creating multicultural, high-profile work for national and government clients. Combines strong conceptual thinking with attention to detail to deliver strategic, visually compelling solutions. Thrives in collaborative, forward-thinking environments.

## EXPERIENCE

### Creative Freelancer | Self-Employed

May 2020–Present

- Designed and launched responsive WordPress websites, improving user experience and increasing client engagement.
- Crafted logos, brand identities, and marketing materials while managing social media content across multiple platforms, increasing brand visibility and audience engagement.
- Founded and managed a custom creative business, leading branding, design, and client strategy and maintaining strong client relationships.

### Graphic Designer | The District Communications Group

Oct 2022–Mar 2025

- Orchestrated designs for nationwide awareness campaigns across print, digital, and out-of-home (OOH) platforms.
- Collaborated cross-functionally to develop creative assets featured in billboards, transit stations, stadiums, and paid media campaigns across major markets.
- Guaranteed 100% compliance with ADA/508 accessibility standards across all government materials.
- **Featured Clients:** DHS Blue Campaign, DHS "If You See Something, Say Something", DHS Center for Prevention Programs and Partnerships (CP3), VHA Neurology Services, Avvy Insights

### Graphic Designer | Icarmandias

Sep 2021–Oct 2022

- Developed bilingual (English/Spanish) print, OOH, outdoor, and digital campaigns aimed at multicultural markets.
- Designed high-volume promotional and legal marketing materials for high-traffic law and title clients, supporting lead generation and client acquisition.
- **Featured Clients:** 411-PAIN, Butler Title

### Art Direction Intern | Alma Ad

Jun 2019–Aug 2019

- Conceptualized and executed a 360° campaign targeting Hispanic markets, contributing to culturally relevant and insight-driven creative strategy.
- **Featured Client:** McDonald's

## EDUCATION

### Bachelor's Degree - Advertising | University of Florida

Aug 2016–May 2020

### Vocational Degree - Printing and Graphic Arts | McFatter Technical College

Aug 2014–May 2016

## SKILLS

**Leadership & Strategy:** Art Direction, Design Strategy, Creative Campaign Conception and Development

**Design & Production:** Adobe Creative Suite (*InDesign, Illustrator, Photoshop, Premiere Pro, After Effects*), Web Design (*Figma, Wordpress*), 508 Compliance and Accessibility (*Acrobat, CommonLook*), UX/UI, Layout Design, Brand Design, Social Media Marketing, Digital Marketing

**Collaboration Tools:** Microsoft 365 (*Word, Powerpoint, Teams, Sharepoint*), Monday.com, Asana, Slack

## LANGUAGES

**English** (Native), **Spanish** (Fluent)