

Maria Rojas

Professional Graphic Designer

Dynamic and innovative professional with 6+ years of invaluable hands-on experience in handling several simultaneous creative design projects, concept creation, graphic design, animation, and visual conceptualization. Equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry, being able to identify opportunities, overcome objections, build long-term mutually beneficial relationships with vendors, workforce, and clients, establishing a successful and lucrative company.

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📍 Toronto, Canada

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📷 instagram.com/maria_rojos

WORK EXPERIENCE

Professional Graphic Designer Freelance – Orange Media [🔗](#)

08/2018 – Present

Achievements

- Establish and manage a freelance graphic design business that aims to assist companies in brand development.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.
- Develop creative advertising content for various media, including catalogs, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of target audience/market.
- Conceptualize logo design, gif animations, videos, websites, and social media channels to promote product brands.
- Leverage rebranding expertise in enhancing client's corporate image to ensure profitability and business growth.

Graphic Designer BIDA KUH Marketing & Media [🔗](#)

03/2015 – 07/2018

Achievements

- Produced both eCommerce and non-eCommerce creative website layouts and content for the use of clients.
- Created designs, concepts, and sample layouts, based on knowledge of layout and esthetic design concepts.
- Prepared illustrations and rough sketches of material, discussing them with clients, and making necessary changes.
- Developed graphics and layouts for product illustrations, logos, and websites mirroring company brand style.

Graphic Designer Blue Lens Media Corp [🔗](#)

05/2013 – 02/2015

Achievements

- Utilized After Effects and other computer proficiency in making motion graphic animations for video productions.
- Performed video and sound editing for diverse ads while ensuring high-quality media productions.
- Coordinate with the client to successfully create prolific social media graphics suitable for target marketing.

AREAS OF EXPERTISE

Visual Design & Storytelling

Typography

Advanced Graphic Design

Media Production

Infographics Design

Dynamic Visual Design

TECHNICAL SKILLS

Adobe Suite

Photoshop, Illustrator, After Effects and InDesign

Coding

HTML, Java & CSS

PERSONAL PROECTS

Content Producer - Personal Youtube Channel (09/2018 – Present) [🔗](#)

- Developed concept and overall content of my personal YouTube channel.
- Edited videos for proper timings of audio and texts while choosing a creative video thumbnail for uploading.
- Reached 10.000 subscribers in the first year.

Graphic Artist @ 2017 Cancer Awareness Campaign

- Led the creative process and developed innovative concepts for the 2017 Cancer Awareness Campaign.
- Provided infographics and other materials and posters for the use of the Ontario Cancer Awareness Foundation.

EDUCATION

Bachelor of Fine Arts in Visual Arts University of Toronto

2011 – 2014

INTERESTS

🎮 Video Games

🧠 Artificial Intelligence

📷 Photography

✈ Renewable Energy