

María Agustina La Rosa

Bilingual Graphic Designer & UX/UI Designer

CONTACT INFORMATION

✉ ma.agus.larosa@gmail.com

☎ (571) 393-7120

📍 Palm Beach Gardens, Florida.

in <https://www.linkedin.com/in/agustinalarosa/>

Bē <https://www.behance.net/LaRosaMariaAgustina>

EDUCATION/CERTIFICATIONS

- **Bachelor's Degree, Visual Communication Design**, La Plata National University, *December 2015*
- **UX/UI Design Certification**, Coder House, *October 2021*
- **Advance UX/UI Design Certification**, Coder House, *August 2022*
- **Project Manager**, Coder House, *February 2023*
- **Webflow Experts**, Webflow, *April 2023*

TOOLS

- | | | | |
|---------------------|-----------|--------------------|----------------|
| • Adobe Illustrator | • Figma | • Whimsical | • Google Drive |
| • Adobe InDesign | • Webflow | • SharePoint | • Google Slide |
| • Adobe Photoshop | • Slack | • Stripo | |
| • Adobe Lightroom | • Asana | • Microsoft Office | |

SUMMARY OF QUALIFICATIONS

Bilingual, self-motivated professional with nine years of progressive experience in communications, graphics design, account management, vendor management, consulting, and tailored user products and services. Proven record of generating and maintaining effective business relationships with clients, managing successful projects from concept to completion, and producing targeted results through dynamic creative images and communication strategies. Strong communicator who is detail oriented and able to accurately interpret information and communicate effectively with stakeholders and other team members. Skilled in multiple social media channels, graphic design software, and implementing marketing products and strategies. Passionate in understanding user needs and finding innovative solutions to solve product and service pain points. Extremely adaptable with a demonstrated ability to excel as an individual and team player in the delivery of comprehensive services to executives, stakeholders, and clients at all organization levels. Self-starter with a strong desire for continuous improvement and maintaining currency with leading industry tools, techniques, and methodologies.

PROFESSIONAL EXPERIENCE

Design Manager

01/2023–Present

Icovy - Scottsdale, Arizona, United States. A Medical Device Marketing Agency

Responsible for managing the design and production of visual materials for print and digital media. Ensures that layout and design are aligned with brand and production standards and follow best practices.

- Participates in design meetings and provides continual input to optimize design and minimize futile work, resulting in time and resource savings.
- Assists in developing a Design Delivery Schedule along with the client and Project Manager.
- Manages distribution and production of project workload within the team.
- Collaborates on new design issues and develop initiatives within the team to meet client needs.
- Consults with customers and stakeholders to conceptualize and develop project deliverables and timelines.
- Develops team members through training and exposure to new job functions.
- Creates innovative ideas and designs and puts them into a context that the rest of the team and the client/customer can understand.
- Ensures projects and finished graphics are accurate and precise.
- Manages and maintains record keeping of original artwork files and all projects.
- Lead design solutions following latest trends toward greater creativity.
- Participates in departmental strategic planning and assists technically with internal and external customers.

Marketing Graphic Designer

01/2022–01/2023

Icovy - Scottsdale, Arizona, United States. A Medical Device Marketing Agency

Responsible for taking projects from concept to completion for internal teams and clients. Provide knowledge in front-end design and UX/UI methods for creative project deliverables and execution. Represent the company's brand and assist in driving creative strategies to increase product awareness by observing the market, competitors, and industry trends.

- Worked extensively with executive teams to develop creative needs for marketing campaigns and strategies to build and grow customer and internal brands. Helped articulate brand messages, positions, value proposition and processes with credibility and confidence to employees worldwide.
- Lead developer for social media, web, print collateral, ad design and other supporting projects. Utilized attention to detail and conceptual thinking skills to produce inspired visuals that responded to client goals and needs.
- Conducted market research to stay ahead of market changes.
- Maintained effective communication with other team members updating them on project status in order to successfully manage time between client and internal projects to meet deadlines.

Freelance Graphic Designer

12/2021–01/2022

Continuum Clinical - Remote, Virginia. Clinical Trial Enrollment Company.

Lead the development of design collateral based on existing concepts, including, but not limited to, retail POP, logos, various print collateral, and a variety of digital elements.

Graphic Designer

02/2020 – 11/2020

3 Comunicaciones Estrategicas - Comodoro Rivadavia, Chubut, Argentina. Communications Strategy Consultants

Responsible for creating visual communications that resonate with a specific target audience for multiple customer accounts. Primary customers were Penta Medical Studies Center, Urbana Higiene Ambiental, and other local entities.

- Continuously communicated with coworkers regarding order status and project completion. Responsible for refining project details and monitoring changes requested by the customer.
- Developed, scheduled, and reported activities and projects completed every week to keep track of hours worked and the company budget balanced.
- Created multiple visual communication design pieces such as posters, brochures, covers, cards, merchandising, and advertisements to meet customer needs.
- Provided guidance, consultation, and assistance to coworkers in regard to graphic design work.
- Used multiple types of graphic design software to help form and implement graphic designs for the company and customers.
- Created, maintained, and updated content for customer social media accounts.

Account Executive

06/2016 – 08/2017

3 Comunicaciones Estrategicas - Comodoro Rivadavia, Chubut, Argentina. Communications Strategy Consultants

Account Executive and Communications Consultant responsible for managing and overseeing multiple customer accounts and projects. Maintained direct contact with the customers for the company to receive and manage all work orders. Created and presented original graphic designs for customers that were used for corporate communication, advertisements and events. Prepared digital presentations for customers to show client increase, growth, conclusions and results of advertising campaigns. Developed and implemented new sales and communications strategies that greatly increased the productivity of the customers' companies.

- Researched and provided updated quotes; reviewed pricing catalogues and contacted vendors to obtain pricing estimates for various products and graphic design projects. Hired and managed outside professionals that helped create the customer products.
- Supervised multiple projects; worked closely with the customer and the coworkers to ensure the projects met their deadb lines. Provided estimated material costs for each project and ensured the company stayed within the customer's budget. Maintained authority for determining and establishing the priority for which projects and customer orders needed to be created. Communicated with stakeholders to refine details and make the necessary changes. Reported the customer activities and projects completed every month to keep track of hours worked and maintain accurate balanced budgets.
- Used multiple types of software and current creative methods to help design and implement graphic designs for the company and customers. Determined which digital medium was the most appropriate for the production and promotion of the desired visual effect, as well as the best means of communication.

- Responsible for all external media contact for the company. Worked with local newspaper and magazine publishers to reserve space for customers and ensure the advertisement that was created was published. Cultivated and maintained relationships with influential people in the media. Attended multiple events in order to maintain relationships with influential people and the customers.
- Maintained the customers' social media accounts. Created content for company websites, social networks and maintained online contact with their consumers.

Freelance Graphic Designer

02/2016 – 05/2016

Infinito - Comodoro Rivadavia, Chubut, Argentina Multimedia, Graphic Design, and Business Services

Freelance Graphic Designer responsible for designing and creating visual concepts using computer software. Created designs for the customer that inspired, informed, and captivated their consumers.

- Conceptualized and implemented new designs for marketing materials and ads.
- Prepared and produced final artwork for customers.
- Used multiple types of software to create designs while collaborating with clients to determine their visual needs and targeted audience.
- Provided a variety of visual aids and graphics for clients to have multiple options to select from for their advertisements.
- Developed the overall layout designs for advertisements, brochures, posters, menus and logos for renowned restaurants, stores, and companies.

Graphic Designer

12/2014 – 07/2016

Shopping Del Sur - Comodoro Rivadavia, Chubut, Argentina Furniture Store

Responsible for the graphic arts and visual materials section of this major Furniture store. Designed and implemented graphic designs in order to attract more customers.

- Designed and created multiple brochures, logos, magazines, and vinyl for the store that increased the business of the store and brought in new customers.
- Created weekly advertisements for the store to be published in the local newspaper.
- Managed the store's social media account and website. Responsible for all ads, content creation, and updates that were posted to the digital media accounts. Content updates included pricing, discounts, and the introduction of new products.

OTHER EXPERIENCE

Seasonal Service Experience & Sales Floor Support

11/2021– 01/2022

Nordstrom- Fairfax, Virginia, USA

Responsible for keeping the customer experience quick, easy and fun while helping them uncover the great deals they're looking for. In charge of creating a smooth fitting room experience by greeting customers and taking them to their fitting rooms, then sorting and returning clothing to the floor. Tell customers all about upcoming events, the Nordstrom gift cards, Nordstrom Rewards™ program and mailing list. Keep the stockrooms organized and complete all inventory processes, making sure merchandise is properly checked in and accurately ticketed. Work with the team to ensure the sale's floor stays "runway ready" through re-merchandising and straightening throughout the day.

Cultural Exchange Program

09/2017– 10/2019

Expert Au Pair - Bristow, Virginia and Snoqualmie, Washington, USA

Responsible for providing childcare duties for seven children across two households to include: handling logistics for children's extracurricular activities, meal preparation, light child-related housekeeping, and assistance with school work. Worked collaboratively with the parents to ensure the children always had consistent care and feedback. The number of children and young ages in each family required excellent time-management, organizational skills, adaptability, and real time problem-solving.