

# Carolina Soto

Web Designer / Jr Frontend Developer



## Phone

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## My Portfolio

## Profile

### Bachelor Degree

Profesional in **Graphic Design**



**Hi!** I am a 30 year old Venezuelan **Graphic Designer** living in Argentina, currently working at **Kantar as a Data Design Executive**, where I design interactive presentations and infographics.

I also work as a **Freelance Web Designer** with the best **UX / UI practices**, and I am a **Frontend Developer**.

## Work Experience

2016 - Present day

### Kantar

Buenos Aires, Argentina

### Data Design Executive

Responsible of desining the final hand-ins for clients, focusing on generating digital content files.

#### Conceptualizing and designing great visual impact proposals

- Animated presentations and infographies
- Responsible for preparing an external team of people who are then responsible of data sorting and collection
- Vector and icon design to support visuals
- Automatic system implementation for content information

2015 - 2016

### Zambetti Pisos

Buenos Aires, Argentina

### Graphic Designer / Community Manager

- Responsible for market strategies
- Visual design applied to social network
- Internal and external material design
- Photograph edition for e-commerce publishing
- Website updates
- Advertising through Newsletters
- Monthly report showing user's feedback and conclusions

2013

### MANTRA

Caracas, Venezuela

### Graphic Designer

Rebranding of Identify and corporative manual, creation of Merchandising and digital content.

## Studies & Courses



Nov - Dic 2020

### Rocket Code

Buenos Aires, Argentina

### HTML & CSS

Update knowledge and reinforce new tools while.

**Project:** Web Portfolio Development for Web Design & Frontend Dev

Oct - Dic 2016

### Escuela Da Vinci

Buenos Aires, Argentina

### Layout with HTML5 & CSS3

My first steps in Design and Web Development.

**Project:** Web Development for online services

2011 - 2012

### Dr. Graphic

Aragua, Venezuela

### Diploma in Visual Communication / Integral Design

Training in Adobe Creative Suite.

**Project:** Web Portfolio Development for my Graphic Design works

