

LYDIA RIVERA

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PROFESSIONAL SUMMARY

Seasoned graphic artist and web designer bringing 8 years of experience applying technical and creative abilities to diverse customer projects. Highly effective at collaborating with artistic, project, production and administrative leadership to complete tasks according to budget and schedule goals.

WORK HISTORY

WEB DESIGNER 10/2018 to Current
embryo DIGITAL, Manchester

- Leveraged media and graphic design expertise to develop marketing materials, including flyers and adverts to generate new sales revenues and grow customer base.
- Finalised projects by adjusting images sizes and selecting fonts.
- Submitted design ideas in early planning stages with customers and project managers.

WEB DESIGNER 02/2014 to 09/2018
The Fresh, Manchester

- Designed new, on-brand visual elements focusing on concept and messaging.
- Created corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Communicated with clients to determine marketing and design vision, define scopes of work and establish budgets and deliverable schedules.

WEB DESIGNER 08/2012 to 01/2014
DigitalNext, Manchester

- Directed advert, trade show banner and signage projects from conceptualisation to final delivery.
- Worked with customers to present mock-ups and collect information for adjustments.
- Prepared branding packages for new product lines, including point of purchase displays, marketing materials and product packages.

SKILLS

- Graphic design software expertise
- Visual storytelling
- Creative
- Information technology literacy skills
- Superior attention to detail
- Problem solver
- Project management
- Communication skills
- Time management

EDUCATION

Bachelor of Science: Graphic Design, **2009**
Manchester Metropolitan University - Manchester