

Liliana Ballesteros

Graphic Designer

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ballel.online

Qualifications

- Enthusiastic self-starter and autodidact, with strong analytical skills and a sharp observational nature.
- Capable of responding to constantly shifting priorities; comfortable working in deadline-driven environments.
- Able to integrate problem-solving ability and organizing skills for optimal strategic project management.
- Skilled in client and vendor relations, serving as a liaison to keep project goals on target and managing expectations.
- Apt to work individually or in a team; able to take direction and also make decisions independently.
- Experienced in implementing and maintaining brand identity across multiple channels in print and digital platforms.
- Consistently recognized by superiors and clients for proactivity, reliability, and overall accountability.

Skills

- Adobe Photoshop CC
- Adobe InDesign CC
- Adobe Illustrator CC
- Atom/Sublime Text
- Intermediate HTML/HTML5
- Intermediate CSS/CSS3
- eBook Development
- Microsoft Office
- Beginner Sass
- Beginner Bootstrap
- Git/GitHub
- Beginner JavaScript/JQuery

Experience

Emerson College | Boston, MA

Production Coordinator/Layout Designer | 11/2009–Present

- Manages all current project workflow, maintaining a database of all jobs with a yearly average of 382 projects.
- Creates and manages project schedules, and keeps clients informed from job request to delivery.
- Issues job specifications to vendors and ensures accuracy to stay within budget and deadline.
- Ensures punctual delivery of projects and maintains department hard-copy and digital archives.
- Designs and supports the design of multiple simultaneous projects, while meeting tight deadlines.
- Supports maintaining the brand identity of the institution throughout multiple channels.
- Assists in supervising and overseeing student workers with ongoing design projects.

The Somerville News | Somerville, MA

Coordinator and Layout Designer | 11/2006–12/2007

- Responsible for the layout and flow of a weekly newspaper, collecting and filing text and pictures.
- Prepared images for press and web and created graphics to be used with articles.

Mastergraph Group | Miramar, FL

Graphic Designer Assistant | 03/2006–08/2006

- Supported head designer, maintaining electronic and hard copy files for clients and vendors.
- Coordinated progress of projects in collaboration with clients, responsible for changes in projects.

Fast Copi - Miramar | Miramar, FL

Graphic Designer Assistant | 02/2005–06/2006

- Responsible for administrative functions, bidding process, planning, and workflow management.
- Prepared files for preflight. Consistent follow-up on production activity with vendors.

Freelance

Harvard Kennedy School of Government | Harvard University | Cambridge, MA

- Harvard Journal of Hispanic Policy. Volume 28 | 02/2016
- Latin America Policy Journal. Fifth Edition | 04/2016
- Harvard Journal of African American Public Policy. Volume 2015-16 | 05/2016

Levine Design | Cambridge, MA

- Virtual High School Global Consortium | 04/2008
- Mass Audubon Program Catalog | 07/2008

Education

Emerson College | Boston, MA

Master of Arts, Publishing and Writing. 05/2014

The New England Institute of Art | Brookline, MA

Bachelor of Science, Graphic Design. 05/2008

Awards

58th Annual New England Book Show | Bookbuilders of Boston | 2015

- Best in Category, Student Ebook Design
- Best in Category, Student Book Cover Design
- First Place, Student Book Interior Design

Affiliations

- Bookbuilders of Boston
- Design Museum
- AIGA