



**ALEJANDRO J.  
DIAZ**

GRAPHIC / WEB DESIGNER



305.467.7448



DIAZALEJANDRO@OUTLOOK.COM



AJPRODESIGN.COM



## BIOGRAPHY

Proficient graphic and web design professional with 8+ years of experience. Proven track record within the areas of: graphic printed materials, branding, corporate image, file creation and alteration, retail products, marketing campaigns, social media and digital marketing.

Hardworking, creative, goal driven, and persistent. Capable of adapting to changes, curious, flexible and able to take responsible risks. Highlighting my personality are my commitment and enthusiasm in every project as I constantly strive for accuracy, clarity and precision.

## EXPERIENCE

- Experience within the areas of responsive web design and development, SEO, social media and event organization.
- Designing and coding for result oriented landing pages.
- Managing wordpress websites
- Assisting the marketing director with ideas to enhance marketing campaigns.
- Participating in brainstorming sessions with the marketing director, social media director, graphic design team and web master as a team.
- Expertise within the areas of responsive web design and development.
- Knowledgeable in branding and identity, graphic and web design with a focus on marketing.
- Creation and implementation of digital graphic content for social media campaigns.
- Supervising materials before final print.
- Excellent with customer relations and services.
- Experience in the following industries: higher education, events, internet marketing, IT, shipping and logistics.

## WORK

### • SENIOR GRAPHIC DESIGNER

FRESH DIET | May 2014 - Present

In charge of the implementation of the new brand identity in the redesigned website, printed materials and social media.

### • LEAD GRAPHIC/WEB DESIGNER

CBT COLLEGE | Oct 2009 - May 2014

Responsible for the creation of landing pages, email blast, social media graphics, web banner ads as well printed advertisements.

### • GRAPHIC & WEB FREELANCE WORK

AJPRODESIGN | Nov 2011 - Present

Graphic designer and web developer with experience using HTML, CSS and CMS platforms such as wordpress.

## EDUCATION

**Miami Ad School** | Art Direction

2016 - Present

**University of Miami** | Responsive Web Design

2014

**CBT College** | AS. Digital Graphic Design

2008 - 2010

## REFERENCES

**Fernando Larez** | Marketing Director

Vue Software

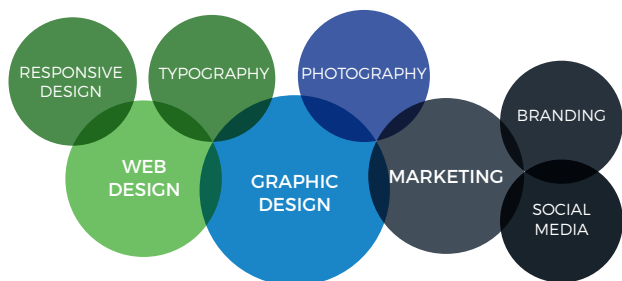
786.399.3047

**Tabatha Cirgenski** | Marketing Manager

Cotral Lab

786.566.3399

## INTERESTS



## SKILLS

Photoshop	<div></div>
Illustrator	<div></div>
Dreamweaver	<div></div>
InDesign	<div></div>
HTML5/CSS3	<div></div>