

# CINTIA ROMERO

SR. VISUAL DESIGNER / UX SPECIALIST



## GET SOCIAL

@cintiaaa\_romero  
 linkedin.com/cintiaromero  
 @cintiaaaromero

## CONTACT

**portfolio:** [cintiaromero.com](http://cintiaromero.com)  
**blog:** [cintialand.com](http://cintialand.com)

## EXPERIENCE

### ARTEMIA COMMUNICATIONS

2017 - current

#### ● Sr. Visual Designer and UX Specialist

Creating design solutions for multi-platform design, including digital, print and UX projects. Overseeing the creation of all collateral, advertising, as well as integration of video and photography related to the Project. Bringing a versatile and holistic perspective to the team and clients.

### EPIFANIA MAGAZINE

2016

#### ● Art Director and Visual Designer

Increased traffic to the Magazine website and social profiles through online ads and campaigns. I also improved the Magazine through re-branding, developing a style guide, advertising and coordinating social media campaigns.

### HEALTH PLAN OF SAN MATEO

2016

#### ● Graphic Designer Specialist

Developed catalogs and branding materials. Supported the visual design team for multiple projects, creating and editing design file templates.

### MINTED

2015

#### ● Graphic Designer and Quality Control

Supported the design team, proofreading orders to ensure accuracy and providing quality control assessment for our client's products. Prepared and color corrected photos for optimal printing quality. Created print-ready files.

### UNIMED/Brazil

2012-2014

#### ● Marketing Analyst and UX/Visual/Web Designer

Developed promotional and branding materials for medical businesses and created a stronger online presence through increased social media promotion. Created all the graphic designs and assisted in marketing/promotions. I also revamped all the Power-Point presentations and advertisements to fit the company brand. Besides, I created the designs for an Intranet portal.

## EDUCATION

### General Assembly/SF

2016 - 2017

#### ● Certificate - User Experience Designer

Completed with maximum GPA in my final project: the Comfy app.

### UC Berkeley Extension

2016

#### ● Certificate - Visual Designer

Completed through the development of the Avant Garde project.

### UNA/Brazil

2010-2014

#### ● MBA - Creative Direction

Completed the MBA with an A+ in my final project and graduated "With Distinction."

### Estacio de Sa/Brazil

2007-2010

#### ● Bachelor of Arts - Advertising and Marketing

Maintained A+ during my 4 years with maximum GPA in my final paper.

## SKILLS

Adobe Creative Suite, XD, Sketch, Flinto, InVision, MS Office, UX/UI Design, User Research, User Test, Prototyping, Wireframing, Photo Editing, Video Editing, Social Media Coordinator, Web Design, HTML, CSS.