

CINTIA ROMERO

SR. VISUAL DESIGNER / UX SPECIALIST



GET SOCIAL

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CONTACT

portfolio: cintiaromero.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

2013-2015

- **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.