

# DARYL CUBA

Graphic Designer / Illustrator

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## SUMMARY

Dynamic, creative and problem-solving Graphic Designer, with 12-year background developing outstanding visual solutions to address related business needs. Aiming to leverage strong artistic and communicative skills to contribute achieve goals in an organization that offers and encourages growth.

## EXPERIENCE

CCO / Senior Graphic Designer 2021 - Present  
Färsk Health Ontario, CANADA

Designed and produced variety of graphic art, delivering quality designs in line with company branding and projection

- Generated creative solutions that increased brand visibility and consistency
- Created custom illustrations, motion graphics and packaging design elements
- Developed look and feel of graphics for web, digital and offline marketing

Graphic Designer 2019 - Present  
Cubatel Miami, FL

Worked with a marketing team to create visually appealing and effective graphics for print and digital media

- Developed eye-catching advertising campaigns that boosted online presence
- Managed multiple projects simultaneously, meeting 100% of deadlines
- Utilized multiple software to create end-to-end marketing materials

Graphic Designer / Illustrator 2005 - 2021  
Teatro El Miron Cubano Matanzas, CUBA

Worked as lead designer to create outstanding print and digital media graphic solutions

- Implemented creative solutions that improved brand consistency by 50%
- Increased design efficiency by 30% creatively utilizing design software tools
- Generated print and digital design projects from concept to completion

Graphic Designer / Illustrator 2011 - Present  
Freelancer CUBA / USA

Created custom illustrations, motion graphics and visual design solutions for a wide range of formats and different client necessities

- Delivered projects with creativity, speed and accuracy and learnt new technologies and techniques through research and professional development

## EDUCATION

Bachelor's Degree in Graphic Design 2006 - 2011  
ISDi (Superior Institute of Design) La Habana, Cuba

## LANGUAGES

English Fluent Spanish Native

## STRENGTHS

- ✓ Critical Thinking  
Demonstrated ability to use creativity and logic to solve complex design problems, improving project efficiency by 25%
- 💡 Communication  
Presented and justified design concepts to team members and clients, resulting in an overall 35% increase in project satisfaction ratings
- ✍ Detail Oriented  
Maintained high attention to detail in all design phases, reducing production revisions by 40%
- ✍ Drawing Ability  
Used my drawing and sketching skills to capture client requirements and represent ideas, optimizing design process by 30%

## SKILLS

Adobe Creative Suite ·  
Sketching & Drawing · Originality ·  
Multitasking · Team Collaboration ·  
HTML/CSS · Branding & Identity ·  
Typography · Creativity ·  
Animation & Motion Graphics

## PASSIONS

- 🎨 Art & Design  
Enjoy exploring new design trends and finding inspiration in various forms of visual art