



# DARYL CUBA

GRAPHIC DESIGNER, ILLUSTRATOR



darylcu3a@gmail.com



Portfolio link



New York City, US

## PROFILE

Dynamic, creative and problem-solving Graphic Designer, with vast experience 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.

## WORK EXPERIENCE

### GRAPHIC DESIGNER

Mockins - Brooklyn, NY

(June 2024 to Present)

- Created visually appealing and engaging lifestyle images for e-commerce products listings and A+ content
- Designed compelling infographics that simplified complex information for easy understanding by the target audience
- Managed multiple projects simultaneously while maintaining a high level of attention to detail and meeting tight deadlines
- Optimized images for web use by balancing quality with file size constraints without compromising visual appeal or loading speed

### CCO & SENIOR GRAPHIC DESIGNER

Färsk Health - Brampton, ON

(September 2021 to Present)

- Designed and produced variety of graphics, 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 AND ILLUSTRATOR

Cubatel - Miami, FL

(December 2019 to June 2024)

- 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

## EDUCATION

ISDi (Superior Institute of Design) La Habana, Cuba

Bachelor Of Graphic Design

## Strengths

### Critical Thinking

Demonstrated ability to apply 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 strong drawing and sketching skills to capture client requirements and represent ideas, optimizing design process by 30%

## Skills

- Adobe Creative Suite
- Sketching & Drawing
- Visual Storytelling
- Multitasking
- Team Collaboration
- HTML/CSS
- Branding & Identity
- Typography
- Creativity
- Animation & Motion Graphics

## Languages

English / Spanish