LORENA GARCIA

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EXPERIENCE

Graphic Designer
[Comfanorte] 2019

- Design email, digital media, website & direct mail assets, based on the brand guidelines

- Responsible for creating marketing materials, managing the website, social media and launching new advertising campaigns

- Work closely with the creative team to understand business requirements on projects

- Creation of vector illustrations, icons, and infographics

- Development of mock-ups and other presentation pieces

In-House Designer
[Hostal Raquel Holguin] 2016 - 2019

- Proof and approve digital images for posting to website & social media

- Design, layout, and co-ordinate the development of advertising and other promotional materials

- Establish a unified brand identity across all visual materials

Print Shop Assistant
[Mr Colorful] 2015 - 2016

- Review job orders and determine paper specifications, quantities, production times, colors and special printing instructions

- Inspect and examine printed products for print clarity, color accuracy, conformance to specifications, and external defects.

- Monitor stocks of materials such as paper, ink, and cardboard in order to maintain supplies during equipment operation.

SKILLS

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Lightroom
- **UX, UI Responsive design:** Adobe XD, Adobe Dreamweaver and Figma
- **Motion Graphics:** After Effects , Premiere Pro and Adobe Animate
- **Web Design:** Basic HTML5, CSS, JavaScript and Wordpress
- **Illustration**: Sketch, Corel Draw, Clip Studio Paint pro, Medibang Paint
- **Design Principles**: Colour, typography, layout and composition
- **Time management**: Multitasking and ability to work well under pressure
- **Communication**: Excellent written, verbal and non-verbal communication
- **OS**: Windows and Mac OS troubleshooting and Repair

EDUCATION

Niagara College 2017- 2020

Graphic Design Advanced Diploma
With Honours standing

IES Santiago Sobrequés i Vidal 2015 - 2017

General Arts and Science program
Baccalauréat International

COURSES

Domestika

UI & UX and Responsive Web Design
UX Fundamental Principles
UI Design with Adobe XD
Web Design with Wordpress

Lynda

Web Design Course
Adobe Dreamweaver CC
Responsive Web Design

Udemy

Motion Graphics Course
Adobe After Effects and Premiere Pro
Adobe Animate (HTML5 scripting for the Web)

VOLUNTEER WORK

Creative Supervisor - 2017

Assist and supervise the art direction of "This is The Wind." A film co-directed by Art students and film director Pere Vilà i Barceló.

Teacher/ Mentor - 2018 / 2019

Teach a weekly drawing class to elementary school children from low income families.

Venezuela Aid Live - Volunteer 2019

Organized and strategized logistics of the non-profit event under the sponsorship of *Comfanorte.*