

WORK EXPERIENCE

PLANTAMUSIC.COM ***RICARDO PONCE***

WEBMASTER | WEB DESIGNER
1.14 - PRESENT

Responsible for the redesign, development, and 2016 relaunch of Planta's new music website built on Wordpress. Created photography, designed album covers for two EP albums for print, merchandise and digital release. Designed and created newsletters for e-blasts. Photographed events and developed content for blog and social media. Recreated digital imagery branding and assets.

MARCELODOMINGUEZMUSIC ***.COM***

WEBMASTER | WEB DESIGNER
9.12 - PRESENT

Responsible for the design, development, and regular update of site. Create new pages, photography, blog content, and forms. Design and oversee email marketing including the creation of dynamic e-blasts for multiple audiences, social media growth and copy and assets for website, blog, e-blasts and printed materials. Design booklets, business cards, event posters and several promotional materials for print.

BALIK-DOMINGUEZ DUO **GRAPHIC DESIGNER** **2015**

Created photography and designed the album cover for the duo's contemporary jazz album for digital release in 2015. Created webpage for media streaming and e-commerce for sale of the EP.

Lara Dominguez

ABOUT ME

Hello! I'm Lara, a graphic and web designer based in New York City. I am passionate about all things visual and began my career on the road less traveled. After 10 years of working in the finance industry, I started working on photography and web design projects on the side and soon took an interest in web development. I began training in my own free time and eventually towards a design degree. I pride myself on the ability to adapt quickly to any work environment and take on a variety of projects with ease, always doing so with a sense of taste and understanding of client needs. Whether a project calls for the latest trends or timeless tradition, I possess a sense of awareness that makes the work I create both beautiful and functional. Even when I'm not at work, I am always thinking about design. I spend the better part of my days soaking up inspiration from the world around me.

SKILLS + EXPERIENCE

PRINT DESIGN

DIGITAL DESIGN

WEB DESIGN

WORDPRESS DEVELOPMENT

SQUARESPACE DEVELOPMENT

HTML/CSS/JS

TYPOGRAPHY

ILLUSTRATION

PHOTOGRAPHY

EDITORIAL LAYOUT

CONTENT MANAGEMENT

EMAIL MARKETING

PHOTOSHOP, ILLUSTRATOR

INDESIGN, AFTER EFFECTS

BRANDING

MAILCHIMP HTML BUILD

COLOR CORRECTION

PHOTO RE-TOUCHING

ADVANCE EXCEL

BASIC COPY WRITING

BASIC MARKETING

ANALYTICS

SOCIAL MONITORING

ART DIRECTION

EDUCATION

B.S. DESIGN | *CUNY Queens College, degree in progress*

B.A. ENGLISH + DRAMATIC ARTS | *University of California at Berkeley*

Email: laradominguez@outlook.com

Phone: + 347-280-9232

Website | Portfolio: www.laradominguez.com

Design. Development. Photography.

NYC metro area