

CARLOS SOTO

GRAPHIC AND UX DESIGNER

www.carlossoto.net

708-714-2674

csoto@carlossoto.net

Charismatic graphic and web designer that loves the problem solving challenges that brings developing a new site. Also fully bilingual, fluent in both English and Spanish.

Education

2015 - Certificate

Intro to Web Development

Codetrotters, Piloto 151, San Juan, PR

2015 - Bachelor's Degree

Digital Graphic Design

Atlantic University College, Guaynabo, PR

Knowledge

- Photoshop
- Illustrator
- InDesign
- Github
- Wordpress
- HTML5
- CSS/SASS
- Bootstrap
- Javascript
- E-commerce

Skills

- Graphic Design
- Web Design
- UI/UX Design
- Front-End Developer
- Marketing
- Photography
- Project Management
- Bilingual, fluent in both English and Spanish

Experience

Interactive Designer | Media Made Great

Chicago, IL

May 2018 - November 2018

- Designed ads in multiple sizes for brands such as Sears and Spectrum.
- Collaborated on a project to design a new logo for an emerging company.
- Created the User Experience and developed a new website for Active Transportation Alliance.
- Animated ads for multiple platforms and sizes using Adobe Animate CC.
- Designed and developed landing pages using HTML, CSS, Javascript and SASS.

Freelance Graphic Designer

San Juan, PR

July 2017 - May 2018

- Sketch concepts for logos and design them using Photoshop or Illustrator.
- Design different flyers for print and social media.
- Help with the design and development of websites and blogs.

Front-End Developer | Entrepids

San Juan, PR

January 2017 - May 2017

- Assigned to the design team to maintain and developed the front-end solutions for multiple e-commerce projects.
- Designed wireframes, user guides and modify existing UI concepts.
- Developed the front-end solutions using HTML5, Sass and Magento.

Jr. Web Designer | Hit Interactive Marketing Group

Dorado, PR

March 2016 - January 2017

- Managed multiple web projects for clients such as Adriel Toyota, Adriel Nissan, Adriel Kia, Snapple, Mistic, Liceo de Arte y Tecnología and more.
- Designed concepts and wireframes for different projects using sketchbooks, Photoshop or Illustrator.
- Developed and completed multiple websites using HTML5, CSS and Javascript.
- Assisted the Art Director in designing social media posts, banners or print promotions.
- Researched and implemented SEO to generate organic traffic and leads.