



## EMPLOYMENT

September 2022 – October 2023

**Director of Graphic Design** at Calloquy, PBC: Atlanta, GA | [calloquy.com](http://calloquy.com)

Championed and evolved the brand and all customer/prospect-facing materials, as well as:

- Maintaining style guides and ensure consistency in visual communication
  - Leading the development of a scalable content and aesthetic strategy
  - Ensuring that content is on brand and consistent in style
  - Creating broad assortment of collateral for internal and external needs, from product demos and email content to landing pages, e-books, art for social media, digital ads, print brochures, onboarding docs, event materials
  - Assisting Sales and Customer Success teams within the company by producing and updating collateral like sales presentations, one-pagers, and knowledge base content
  - Collaborating with the marketing team (content, events, video, marcom etc) as well as the Calloquy's technical, administrative, product and support teams
  - Working/publishing directly on Hubspot platform
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May 2021 – September 2022

**Graphic Designer** at Alvaria (Remote) | [alvaria.com](http://alvaria.com)

- Designing and producing high-end visual, and animated content for the company website using Sitefinity CMS
  - Developing concepts and graphics for social media and eMarketing campaigns
  - Editing raw and edited video files to targeted length/size and merge content from multiple sources to add pictures, graphics, visual effects, voice overs, sound effects, and music
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June 2013 – May 2021

**Graphic Designer / Web Admin** at Noble Systems: Atlanta, GA | [noblesys.com](http://noblesys.com)

Multidisciplinary designer, upholding company's active brand management and generating leads for the sales team from capturing key audience(s) information through compelling visuals and lead-capture forms or gathering insights on marketing campaigns from Google Analytics. Customer Relationship Management (CRM) use for global email marketing, A/B testing and aligning data collection and distribution efforts. Building and maintaining relationships with vendors, conferring and managing deliverables. Client communication and collaboration on projects were organized using Microsoft Office: Excel, Outlook and Word.

- **Graphic Design and Videography:** Develop graphics for product illustrations, logos, websites, advertisements, tradeshow booths, banners, mockups and car wraps. And of course proofreading marketing materials. Adobe Creative Suite was used for video editing, extensive photo retouching and layout.
- **Web Administration and Design:** Maintaining web environment with a Content Management System (CMS) Telerik Sitefinity and also research analysts, design and code website layouts, forms, designing graphics, animations and manipulating digital photographs, registering web domain names and organizing the hosting of the website.

July 2011 – June 2013

**Graphic Designer** at Storage Post Self Storage: Atlanta, GA | [storagepost.com](http://storagepost.com)

Marketing and communications, creating/ stabilizing corporate branding standards throughout each entity of the company.

- **Media for print:** Designing templates for merchandise labels, box designs, slat wall banners, vinyl banners, billboards, posters, flyers, brochures, handouts, product catalogs, direct mailers, stickers, magnets, business cards, letter heads and stationery items, as well as advertisements for newspapers/ magazines, logo designs and signage used for in-store/ outdoor branding and advertisement of products, promotions, amenities and operational directions. Works also include manipulating/ retouching photos of the real estate property's and designing wraps for cars/ trucks/ kiosks and race cars.
  - **Media for web:** Projects include re-branding of company website and continued site maintenance in Umbraco content management system (CMS). Creation of web banner ads, landing pages, blog, social media, driving traffic to business website, strengthening SEO and providing creative for promotional email campaigns and monthly newsletter.
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April 2008 – August 2009

**Freelance Animator** at Hipervinculo: Miami, FL | Valencia, VE | [hipervinculo.net](http://hipervinculo.net)

Focus on motion-tracking graphics to live-action footage; correcting position, scale, orientation, and motion relative to the photographed objects in a shot. Other projects include industrial 3D animations, correspondence with superiors and clients to generate concepts for a project; drawing sketches that illustrate narrative of the idea being expressed. Motion graphics and compositing done with Adobe After Effects; animation, modeling and textures created using Autodesk Maya.

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February 2008 – March 2009

**Professor** at FundaUC - University of Carabobo: Valencia, VE | [fundauc.uc.edu.ve](http://fundauc.uc.edu.ve)

Developing PowerPoint presentations, projects and course curriculum outlines. Job included motivational speaking, collaborative research, coordinating exams and supervision over students learning and behavioral development.

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February 2007 – January 2008

**Motion Graphic Designer** at Daktronics: Clearwater, FL | [daktronics.com](http://daktronics.com)

Projects for broadcast and various stadium video screens and ribbon boards. 3D work included logos and graphic elements such as text, special effects/ particles, and environmental objects. 2D work to produce sponsor advertisements, crowd prompts, color corrections, lower thirds, head shots, transitional montages, rotoscoping and storyboard animatics.

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## EDUCATION

**Bachelor of Fine Art (BFA)** in *Media Art and Animation* - The Art Institute of Tampa

**Associate of Applied Science (AAS)** in *Computer Animation* - International Academy of Design and Technology