

EXPERIENCE

Senior Graphic Designer, 2024 – 2026

Pushing the Envelope Marketing Agency | Fort Myers, FL, USA

- Led design projects from concept to completion at a full-service marketing agency, serving 18+ clients spanning diverse sectors including retail, healthcare, hospitality, and finance.
- Designed and implemented 3 full-scale branding projects, producing logos, brand usage guidelines, print marketing materials and digital assets.
- Created 25+ animated social graphics, contributing to a 124% YoY increase in engagement for a key client.
- Developed 12 editorial print advertisements for a key client, contributing to a sustained year-round increase in sales and brand visibility.
- Delivered print-ready files for advertisements and collateral, ensuring accurate specifications, alignment, and brand consistency.
- Created a 26-page print marketing piece promoting private dining experiences, contributing to a 30% YoY increase in restaurant reservations.

Lead Graphic Designer, 2023 – 2023

RE Creative Agency | Miami, FL, USA

- Spearheaded onboarding and creative direction for a new client account, ensuring seamless cross-functional collaboration and high client satisfaction.
- Partnered with social media managers to design trend-driven content that supported the launch of a new app and expanded digital engagement.
- Developed a tailored proposal deck featuring strategic, brand-aligned social content mockups, directly contributing to successful client acquisition.

Designer and ADA Lead, 2022 – 2022

Deloitte x SCADpro | Savannah, GA, USA

- Re-designed an existing UI in collaboration with a team of 13 cross-functional designers, focusing on optimizing the user experience.
- Led the ADA adherence initiative of the platform to maximize the accessibility for all users by achieving AAA compliance.
- Pitched the final proposal presentation successfully to 5 Deloitte executives.

EDUCATION

Bachelor of Fine Arts in Graphic Design, *Summa Cum Laude*

Savannah College of Art and Design | Savannah, GA, USA

Bachelor of Science in Advertising, *Cum Laude*

University of Florida | Gainesville, FL, USA

SKILLS

Technical

Adobe Suite (Illustrator, Photoshop, After Effects, InDesign), Microsoft, AI Tools

Design

Branding, Typography, Motion Graphics, Print and Digital Marketing Materials

Languages

Bilingual in Spanish and English

AWARDS

GDUSA 2023 American Graphic Design Award

IDA 2023 Honorable Mention