

summary

- Detail-oriented and highly motivated creative professional with a passion for developing innovative designs. Experience in brand development, 360 marketing campaigns, corporate initiatives, and social media-driven projects. I thrive in team environments, using my attention for detail to deliver compelling and engaging designs that surpass expectations. Eager to contribute my skills and enthusiasm to drive success in dynamic and creative workspaces.

experience

JUL 2021 – PRESENT
MIAMI, FL

Graphic Designer & Animator | TelevisaUnivision

BRAND & CORPORATE MARKETING

- Work directly with the Senior Graphic Designer and Assistant Art Director on branding projects and 360 campaigns.
- Collaborate with internal partners on social + digital campaigns, corporate initiatives, rebrands and microsites.
- Create branding toolkits with a wide range of assets including: motion graphics, PowerPoint templates, social media, file organization, etc.
- Lead the creative design for social media campaigns on various tentpoles.
- Develop brand guidelines and toolkits across various properties for company-wide use.
- Manage and distribute projects and daily tasks amongst freelancers and junior designers.

JAN 2020 – JUL2021
MIAMI, FL

Junior Graphic Designer | Univision Communications Inc.

CORPORATE & OFF-AIR MARKETING

- Lead the creative design for social media campaigns on various tentpoles.
- Work directly with the Senior Graphic Designer and Assistant Art Director on branding projects and 360 campaigns.
- Work closely with freelance designers and provide creative direction.
- Gather & maintain team files organized for distribution.

JAN 2019 – JAN 2020
MIAMI, FL

Freelance Graphic Designer | Univision Communications Inc.

ART DEPARTMENT

- Handle daily requests including email blasts, social media posts, updating and creating PowerPoint Templates, etc.
- Work directly with the Assistant Art Director on branding projects & 360 campaigns.
- Design graphics for internal employee events/initiatives.

education

JUL 2022 – SEP 2022
ONLINE

Animation Bootcamp Course

SCHOOL OF MOTION

AUG 2017 – DEC 2018
BOCA RATON, FL

Bachelor of Fine Arts, Graphic Design

FLORIDA ATLANTIC UNIVERSITY

JAN 2014 – JULY 2017
DAVIE, FL

Associate of Arts

BROWARD COLLEGE

languages

ENGLISH ● ● ● ● ● ● ● ●

SPANISH ● ● ● ● ● ● ● ●

technical skills

ILLUSTRATOR ● ● ● ● ● ● ● ●
PHOTOSHOP ● ● ● ● ● ● ● ●
INDESIGN ● ● ● ● ● ● ● ●
LIGHTROOM ● ● ● ● ● ● ● ●
AFTER EFFECTS ● ● ● ● ● ● ● ●

CEROS ● ● ● ● ● ● ● ●
WORD ● ● ● ● ● ● ● ●
POWERPOINT ● ● ● ● ● ● ● ●
EXCEL ● ● ● ● ● ● ● ●
KEYNOTE ● ● ● ● ● ● ● ●

awards + exhibitions

Telly Award 2023
HISPANIC HERITAGE CAMPAIGN
BRANDING CAMPAIGN: SILVER

Telly Award 2023
TU RECRUITMENT
WORKPLACE CULTURE: SILVER

Telly Award 2023
BPR INTRO
CORPORATE IMAGE: SILVER

Telly Award 2022
HISPANIC HERITAGE CAMPAIGN
BRANDING CAMPAIGN: SILVER