

*"I can immediately transform words into an image, make an idea tangible. Challenges are my motivation; detail & organization are my rules. Being creative has become my main strength, photography, painting & drawings are a few of my abilities."*



## PROFILE

Exceptional collaborative and interpersonal skilled professional, with years of experience creating innovative designs. Dynamic, self-motivated bilingual, with a goal in mind; to engage, attract and sell the product's and services of the company who I work for, with positive visual elements that can change millions of lives.



## PROFESSIONAL EXPERIENCE

**RezHub.com & E-Z Rent-A-Car**  
**Graphic and Web Designer**

**Atlanta, Georgia**

**11/2007-Present**

### RezHub.com

Helped company increased it sales by strategically establishing RezHub's brand creating a series of visual elements that remain consistent in company's colors, textures, logos, slogans and more.

- Transformed company's web site services into user-friendly layouts.
- Gain brand recognition and trust between the travel industries by putting a fresh but yet professional environment when participating in industry expos, utilizing targeted promotional materials and branded merchandising such as Green Bags and T-Shirts.
- Increment our registered members list, implementing e-mail newsletters that were straight to the point, visually engaging but most importantly, adaptable to all e-mail platforms.
- Increased web site traffic by 45% average of new visitors to our RezHub web site with the launched of the Dream Green Giveaway Contest, e-mail newsletters, enticing animated banner ads, and direct marketing Green Travel packages.

### E-Z Rent-A-Car

Re-built web site for one of the most fast growing car rental company in Orlando, Florida. The new E-Z Rent-A-Car web site design created more trust in customers, increasing sales and web site traffic by 13.41% in less than 3 months.

- Change current web site look from old fashion to web 2.0 style.
- Incorporate tools, such as interactive and animated flash objects to keep users longer on the site, as well as animated banners to promote car rental offers and important company changes.
- With the use of e-mail newsletter I boost the number of online bookings.
- Promote & enhance several pages that were not being used to the maximum before. With this approach customer were able to find information faster resulting in more frequent visitors and more online bookings. This was achieved by placing value proposition ad's through out the site.

**Propaganda Films****Guaynabo, Puerto Rico****Contract 10/2008-02/2009****Graphic & Web Designer**

Credited for professionally and responsibly handle Propaganda's Film third movie project Kabo & Platón. Handling duties from web site design to sound track CD cover design, to generate public awareness and sales for the up-coming moving via print materials and social media marketing.

- Produced an entire movie web site base on a look and feel that was already establish by a previous designer that created the movie poster. Helped client to carry on a brand that was already publicized and saved tons of money by avoiding a change on design direction. Successfully kept the already establish style and yet added my own personal touch.
- Strategically utilize search engine optimization techniques to start promoting the web site and begin earning traffic. Used key words through out the web site content. Advertise the web site URL on free blogs, social network sites such as My Space and Facebook. Targeting people by creating blogs and threats on web sites such as Univision.com reaching the Spanish Community on Puerto Rico, USA and Latin America.

***Website for Kabo & Platón Movie:***[www.kaboyplatonmovie.com](http://www.kaboyplatonmovie.com)**The Family of Orange Lake Resorts****Kissimmee, Florida****05/2005-10/2007****Graphic Designer**

As part of an In-house design team & corporate copywriters I was responsible for the creation of informational and promotional marketing materials for Orange Lake's internal & external marketing.

- By maintaining and creating a consistent look Orange Lake's employees as well as guest and owners were able to feel proud and recognize Orange Lake as a trusted Time Share company.
- Created astonishing environmental designs, posters, magazines, light pole banners, direct mail pieces and many more visual elements that helped the Family of Orange Lake Resort become a family oriented resort and a leader on the time share industry.
- Improve designers and copywriters work production as well as the rest of the team members by efficiently organizing the entire electronic logo and photo library. I utilize a simple folder structure and naming system that allow everyone fast access to any desire file, leading to faster production.
- Establish trusting relationships with Executives, Managers and other important clients by being a good listener, keeping deadlines and staying within budget guidelines and over all meeting client's needs.

**Innova Entertainment, Inc****Rio Piedras, Puerto Rico****Recurring Contracts Since 03 /2005****Graphic & Web Designer**

In-charged of creating eye-catching computer generated artwork & movie theme web sites for Innova Entertainment, Inc to promote, attract and sell their up coming movies.

- Provide custom design solutions that were theme to the movies topic, directed to specific demographic and target market achieving higher number of web site visitors, higher ticket sales and over all generating huge amounts of profit sales on DVD's and merchandising.
- Instructed specific creative needs for desire photography by partner with director and producer, achieving marketable and high quality photography that was then used in all promotional materials.
- Obtain professional and public recognition within the industry by managing projects from concept through completion and turning in high quality & effective designs, earning professional reputation, resulting in new project ventures with other companies.

***Websites for Innova Entertainment Movies:***[www.miveranoconamanda.com](http://www.miveranoconamanda.com) ( Design on 2008 )[www.tainoslapelicula.com](http://www.tainoslapelicula.com) ( Design on 2005 )



**Linkh Printing**      **Groveland, Florida**      **10/2004-02/2005**  
**Graphic Designer & Sales Representative**

Became a door-to-door sales representative and began incorporating new ways to market the product and services of Linkh Printing by creating innovative designs, keeping a positive go-getter personality and excellent persuasive skills.

- Design complicated computer generated artwork that required complicated printing procedures teaching me a good knowledge of color separation a offset printing cost.
- Developed communication skills by face-to-face contact with clients, which establish good relationships and a better way to gain all pertinent information regarding their project. This method of selling graphic design and printing services eliminated miss understandings, overcoming all doubts, answering all questions resulting in a 100% satisfied customer.
- Increased clientele by 10% by returning a good quality product on time that had all elements required by client and having good printing quality that was affordable and match to competitors.



## TECHNICAL SKILLS

### Applications

Adobe Creative Suite CS-2 and CS-3

### Operating System

Mac OS 10.4 and Windows XP/2000/Vista



## QUALIFICATIONS

- **EXPERIENCE:** 4 1/2 years of graphic design experience compile with 2 year of mid-level web design.
- **PROJECT COORDINATION & TEAM WORK:** Highly productive in team environments as both member and team leader. Efficient in shifting priorities and juggling multiple projects.
- **COMMUNICATION:** Effective listener, able to transform an idea to something tangible conveying client's ideas and contracting out services. Bilingual: I can read and write Spanish & English
- **TECHNICAL STRENGTH:** Up-to-date and verse in desktop publishing tools and new web standards, such as HTML, XHTML and CSS.