

## Profile

10+ years of experience creating and evolving brand assets that communicate clear, impactful messages with minimal friction. Passionate about developing creative solutions for campaigns and enhancing engagement through compelling visual storytelling.

## Education

**2004 - 2007**

Atlantic University College

Guaynabo, PR

B.A.: Graphic Arts & Design

## Skills

### Software

- Adobe Suite (Photoshop, Illustrator, InDesign, Premiere)
- Figma
- Google slides, Powerpoint & Keynote
- Final Cut
- Webflow & Hubspot

### AI & Prototyping

- AI assisted design workflows
- AI Automations
- Wireframes
- Auto Layout & Variables
- Interactive flow

### Research

- A/B testing
- Cognitive walkthrough
- UI/UX research & user testing

### Collaboration

- Self-starter
- Detail oriented
- Flexible
- Multitasker
- Team brainstorming

## Sr. Brand & Visual Designer @ Rising Team

**Jun 2021 - Present | Product & Marketing**

- Collaborating with the Growth Marketing team to optimize branding on all digital platforms and user experience, resulting in a **23% decrease in bounce rates** on key landing pages, **20% improvement in brand recognition** among target demographics and **8% increase in ad engagement**.
- Design, creation, coding, and ongoing maintenance of web assets, including websites, jump pages, landing pages, on Webflow, Hubspot & Unbounce platforms.
- Conduct quality assurance (QA) to ensure flawless performance of digital solutions pre-launch and maintain web optimization for high SEO rankings.
- Lead design ideation and exploration for visual assets in brand campaigns, including events collateral, social media content, paid ads, email designs, and landing pages, ensuring brand consistency and engagement.
- Production of multimedia assets, including editing video webinars, video tutorials, and animated GIFs, to enhance digital outreach and web presence.

## Sr. Brand Designer @ Fuxebox

**Jun 2020 - Jan 2022 | Contract**

- Oversaw the implementation and ensured strict adherence to brand design processes, guidelines, and methodologies.
- Led the creative conception, design, and production of key brand assets.
- Managed end-to-end research and development processes for design materials, ensuring alignment with strategic objectives.

## Sr. Visual Designer @ Dynamic Signal

**Dec 2016 - Feb 2020 | Marketing**

- Collaborated effectively with cross-functional teams to create engaging visual content tailored for B2B, corporate, and internal audiences.
- Partnered with Web Developers to enhance the primary web design and streamline navigation, resulting in improved user experiences.
- Produced, edited, and curated video content for various platforms, **driving 200% more brand engagement**.
- Coordinated closely with the Account-Based Marketing team to create impactful mailers that strongly resonated with our target audience.

## Visual Designer @ Dynamic Signal

**May 2012 - Dec 2016 | Product & Marketing**

- Crafted web-optimized digital content to enhance brand identity and facilitate corporate communication.
- Performed comprehensive research to conceptualize and develop design concepts for requested features, enhancing product functionality.
- Engaged in close collaboration with the UX Designer to overhaul the UI, incorporating a responsive feed-style page, improving user experience.