

## RESUME

### Experience

#### **Marketing Graphic Designer | Mar 2023 - Present**

##### **Molcajete Foods, LLC - Caguas, Puerto Rico**

40hrs/wk | 8am - 5pm | Remote

Managed the branding and visual identity for Chorizo Emiliano Villa products and the Finest Flavors subdivision • Designed retail packaging for Doña Lola Hot Sauces • Led the redesign and management of company websites for Molcajete Foods and Doña Lola (molcajetefoods.com | doñalola.com) • Developed and designed Shopify stores, including shop.molcajetefoods.com • Created promotional flyers and product catalogs • Managed hosting and website infrastructure • Designed vehicle wraps for brand promotion • Produced advertisements and editorial content for magazines and newspapers • Developed mockups for production materials and product packaging • Designed inventory labels for streamlined logistics • Captured and documented events, products, and brand presence through photography.

#### **Marketing Graphic Designer | Mar 2021 - Aug 2024**

##### **PRICH Biotech, Corp. - Humacao, Puerto Rico**

40hrs/wk | 8am - 5pm | On-Site / Remote Part-Time Contractor from March 2023

Managed branding and visual identity for Tastery Edibles products, including redesign of retail packaging and design of wholesale packaging for SPECTRA and Island Extracts brands • Led website management and redesign for PRICH Biotech, TETRA Dispensaries, and Puerto Rico Industrial Commercial Holdings, LLC (prichbiotech.com | tetrapr.com | prichllc.com) • Designed promotional flyers and product catalogs • Managed hosting services for company websites • Designed employee ID badges • Created dielines and designs for pre-packs (Premium Indoor Flower & Patients Favorites) • Developed product signage for dispensaries • Produced advertisements and editorial content for magazines and newspapers • Designed facility signage • Created mockups for production materials and packaging • Designed manufacturing data labels • Developed templates for laser engravings • Created newsletter templates for company communication • Designed and curated showcases (niches) for TETRA Hato Rey • Documented events, manufacturing, and cultivation processes through photography and video • Digitized blueprints and drawings for internal use.

#### **Graphic Designer | Jan 2018 - Mar 2021**

##### **Instituto Primera Escuela, Humacao Puerto Rico**

40hrs/wk | 8am - 5pm | Hybrid

Designed Promotional Flyers and Printed Materials • Managed Promotion and Social Media Networks • Created and Managed Email Blast Campaigns • Developed and Digitized the Enrollment Process • Drafted and Developed Ventura Natura (2018, 2019) Regulations and Agreements • Designed Promotional Banners • Produced Promotional Videos • Created Presentations for Managers, Staff, and Sponsors • Adapted Promotions for Local and National Newspapers • Developed and Managed the Enrollment and Promotional Website • Recorded and Documented Ventura Natura Activities • Managed Assistance Lists and Provided Digital Assistance for Participants • Administered the Digital Payroll System • Supervised Resources and Staff in the San Antonio Abad School Vicinity • Managed Google Workplace Platform (Google Suite Gmail) • Managed Domain and Hosting Services.

#### **Graphic Designer | Jan 2016 - Nov 2017**

##### **CREARTE, Inc. - San Juan & Yabucoa, Puerto Rico**

40hrs/wk | 6:30am - 3:30pm | On-Site

Member of the business development team • Created and Managed Websites • Managed Corporate Image • Designed Business Cards • Created Brochures (Bi-fold, Tri-fold) • Developed Promotional Flyers • Created Manuals for Schools, Employees, Academics, and others • Designed Proposals • Managed Social Networks • Managed Google Workplace Platform (Google Suite Gmail and others) • Created Logos for various projects and events • Designed Presentations • Installed Software and Hardware for Computers • Configured Printers • Managed Email Blast Campaigns • Developed and Digitized Payroll Process • Created Identification Cards and QR Codes for Payroll System • Designed Promotional Banners • Conceptualized Facility Renovations in 3D • Produced Promotional Videos • Adapted Promotions for Local and National Newspapers • Recorded and Documented Activities and Projects • Bound Regulations and Manuals • Managed Domain and Hosting Services.

#### **Graphic Designer Professor | Oct 2016 - Jan 2017**

##### **Instituto de Banca y Comercio (IBC) - Fajardo, Puerto Rico**

30hrs/wk | 5pm - 11:30pm | On-Site

Communicated and educated participants of the Graphic Design program at the School of Arts and Technology of the Instituto de Banca y Comercio (NUC University - División Técnica IBC Fajardo) in knowledge and skills to plan, analyze, and create visual solutions. • Created and evaluated lessons, exams, projects, and tasks. • Provided education on design tools, including Adobe Creative Cloud (Photoshop, Illustrator, InDesign), and the Macintosh operating system (Mac OS).

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## Experience

### **Graphic Designer & Network Technician | Jan 2013 - Dic 2020**

**TConecta, Corp. & EDNET, LLC (EDNet, Corp.) - Caguas & Humacao, Puerto Rico**

40hrs/wk | 8am - 5pm | On-Site / Remote Contractor from Jan 2015

Creation and Management of Client Websites • Corporate Image Management • Designed Brochures (Bi-fold, Tri-fold) • Created Promotional Flyers • Developed Products and Services Catalogs • Designed Proposals and E-RATE (FCC) Proposals (2013-2021) • Managed Facebook for Business and Social Networks • Managed Google Workplace Platform (Google Suite Gmail and others) • Created Logos for various company products • Delivered Sales Presentations • Installed Equipment (Servers, Cabling, AP, Routers, Server Rack, among others) • Configured Printers • Developed MORA Product: Accessible Reprogrammable Micro Computer (Conceptualization, Prototype, Creation [Operating System and 3D Printed Case], Sale and Distribution Phases) • Managed Domain and Hosting Services.

## Education & Certifications

### **Lean Six Sigma Green Belt**

Universidad Politécnica de Puerto Rico

Apr 2023

### **Master in Graphic Arts with a specialty in Digital Graphic Design**

Atlantic University - Guaynabo, Puerto Rico

Nov 2015 - Ago 2016

### **Bachelor's Degree in Digital Graphic Design with Digital Animation**

Atlantic University - Guaynabo, Puerto Rico

Aug 2013 - Nov 2015

### **Associate Degree on Communication Technologies with Audiovisual Communications**

Universidad de Puerto Rico en Humacao - Humacao, Puerto Rico

Aug 2011 - May 2013

## Abilities

**Operating Systems:** Microsoft OS & Microsoft Office (Word, Excel, Powerpoint, Publisher, Outlook, OneDrive) • Apple OS & Apple Apps (Apple Keynote, Apple Numbers, Apple Pages, Final Cut Pro X)

**Platforms:** Google Admin • Office 365 • Asana • GS1 • Mailchimp • Optisigns

**Web:** Domain & Hosting Management • FTP/SMTP Server Terminals • WordPress • Elementor Pro • Divi • Woocommerce • Shopify • Amazon Seller Central

**Design:** Adobe Creative Cloud (Photoshop, Lightroom Classic, Lightroom, Dimension, Illustrator, InDesign, After Effects, Animate) • Canva • Autodesk Maya • 3ds Max • SketchUp

**Photography:** Canon DSRL Cameras • DJI Drones

## Languages

**Spanish and English**

## References

**Upon request**