

# Jorge Oviedo

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## PROFESSIONAL PROFILE

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Senior Graphic Design Specialist with experience in the management of the complete design process, from conceptualization to delivery.

Expert in Digital Communication and Web page designs using Wordpress. Skilled with Adobe Creative Suite (Indesign, Illustrator, Incopy, Photoshop, Lightroom, Dreamweaver, Premier, After Effects, Acrobat Pro DC). Successfully manage and coordinate graphic design projects from concept to completion and taking full responsibility for graphic projects: taking briefs from clients, working on budgets, obtaining quotes, designing and overseeing print of materials from concept to final stage.

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## PROFESSIONAL EXPERIENCE

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### **Edda's Cake Design, Miami, FL. April 2017 - Present**

#### **Senior Art Director**

- Packaging Design, Advertising, Product photography and Videos for Social Media and Catalogs, Layout Catalogs Design, Marketing Advisor, Video & Photo Editing, Brochure Design, Poster Design and other material design.

### **O. Mustad & Son Americas, Miami, FL (America's Headquarter) Jan 2013- Dec 2016**

#### **Global Media Manager**

- Design Product Layout Catalogs for World Mustad Offices: America, Europe - Africa - Middle East, Asia & Australasia, Manufactures Catalog (Wuxi, China)
- Design & Update company websites, advertising, exhibition displays, banners for fishing shows.
- Packaging Design includes Boxes & Insert Cards.
- Product Photo Shooting (box studio lighting, software, light behavior), Editing & Retouching for a Final Product.
- Working across a wide variety of digital and print projects.
- Preparing files to print and then sending them to the printers.
- Printing Price negotiation & Shipping Coordination (with printing Companies) in Europe, Asia & America.

### **Manichov Design Inc, Colombia, Seattle, WA & Miami, FL 1994-2012**

#### **Owner/Graphic Designer/Marketing Advisor**

### **La Raza del Noroeste/Daily Herald/The Washington Post, Everett, 2003-2008**

#### **Art Director**

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## EDUCATION

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- BSc - Advertising & Communication– Academia de Dibujo Profesional, Cali, Colombia ▪ 1994
- Associate – Desktop Publishing – Adobe Creative Suite Certificate, Luminous Works, Seattle, WA ▪ 2005
- Associate – Web design & Interactive Media, The Art Institute of Seattle, Seattle, WA ▪ 2007

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## ADDITIONAL SKILLS

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- Skilled in Microsoft Office Suite, Product Photo Shooting & Professional Retouching, Working knowledge of HTML, Bilingual in English and Spanish.

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## PERSONAL SKILLS

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Attention to Detail Flexible, High Energy Level Multitasking, Problem Solving.