

Jorge Oviedo

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PROFESSIONAL PROFILE

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

Expert in Digital Marketing, Printing Design and Web page designs using Word-press . Skilled with Adobe Creative Cloud (Indesign, Illustrator, Incopy, Photoshop, Lightroom, Dreamweaver, Premier, After Effects, Acrobat Pro DC), Shopify & Woocommerce. Successfully manage and coordinate graphic design projects from concept to completion and taking full responsibility for graphic projects, web and mobile projects and marketing strategy : taking briefs from clients, working on budgets, obtaining quotes, designing and overseeing print of materials from concept to final stage.

PROFESSIONAL EXPERIENCE

Edda's Cake Design, Miami, FL. April 2017 - March 2020

Graphic & Web Designer

- Packaging Design, Advertising, Web Design, Web Administrator, 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 & eBlasts.

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

Global Graphic Designer & Webmaster

- 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 printing companies.
- 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

EDUCATION

- 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

ADDITIONAL SKILLS

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

PERSONAL SKILLS

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