Jorge Oviedo

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# PROFESSIONAL PROFILE

As an experienced Senior Graphic and Web Designer, I have developed a comprehensive understanding of the design process, from initial concept creation to final delivery. With a passion for creating captivating and impactful designs, I specialize in custom graphics, illustrations, and infographics that communicate complex ideas in a simple and easy-to-understand format.

My expertise in digital communication and web design utilizing WordPress and Shopify, combined with my proficiency in Adobe Creative Cloud, enables me to produce exceptional projects across various mediums. I am also specialized in Social Media and Email Marketing Campaigns, possessing a deep understanding of various social media platforms and how to leverage them to create effective marketing campaigns.

Aside from my technical skills, I am a natural leader with excellent project management and coordination abilities. I have successfully managed multiple graphic design projects, taking full responsibility for project budgets, client briefs, obtaining quotes, and overseeing print production from concept to final delivery. My keen eye for design has led me to lead a team of 5 designers in creating visually stunning and effective projects that have resulted in a 100% increase in website traffic and a 100% boost in sales.

As a creative professional, I am always seeking new ways to stay up-to-date with the latest design trends and techniques, ensuring that I provide high-quality work that exceeds my clients' expectations. Whether it's creating multimedia content for social media platforms or designing compelling print materials, I am dedicated to delivering exceptional results.

If you are looking for a Senior Graphic and Web Designer with a proven track record of producing exceptional designs that drive results, I am confident that my skills and experience make me the ideal candidate for your next project. With my expertise in graphic design, web design, social media, and email marketing, I can help you achieve your marketing objectives and take your brand to the next level.

# PROFESSIONAL EXPERIENCE

**Edda’s Cake Company, Miami, FL. April 2017 - Present**

**Senior Graphics Designer - Webmaster - IT Manager**

* 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, Webmaster, IT Manager.

**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, Manufacturer's 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**

# EDUCATION

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

# ADDITIONAL SKILLS

* Skilled in Microsoft Office Suite, Product Photo shooting & Professional Retouching, Working knowledge of HTML5 and CSS, Bilingual in English and Spanish.

# PERSONAL SKILLS

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