

Jorge Oviedo

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PROFESSIONAL PROFILE

As a Senior Graphic and Web Designer, I specialize in transforming creative concepts into dynamic, visually engaging digital and print solutions. With expertise in custom digital illustrations, high-resolution artwork, and infographics, I excel at simplifying complex ideas into compelling visual narratives that resonate with diverse audiences.

Proficient in Adobe Creative Cloud, WordPress, and Shopify, I consistently deliver exceptional designs that align with client objectives across various mediums, from digital marketing campaigns to print collateral. My focus on social media and email marketing enables me to craft impactful strategies that boost brand visibility, drive user engagement, and ultimately contribute to client growth.

With a proven track record of leading cross-functional teams and managing projects from concept through completion, I bring strong leadership and project management skills. I'm adept at managing budgets, timelines, and resources, ensuring timely delivery and high-quality results. This combination of creative vision and operational acumen has led to measurable increases in traffic, sales, and client satisfaction.

Driven by a passion for innovation, I am committed to staying at the cutting edge of design trends and technology, continuously evolving my skill set to offer the most effective solutions. Whether it's multimedia content for social platforms or traditional print designs, my ultimate goal is to create meaningful and results-driven design that elevates brands.

PROFESSIONAL EXPERIENCE

Freelance Graphic and Web Designer

Remote

August 2023 – Present

- **Brand Identity & Visual Design:** Worked with multiple clients to design cohesive brand identities, including logos, typography, and color schemes, ensuring consistent visual communication across all platforms. Collaborated closely with communication departments to ensure brand messaging aligned with business objectives.
- **Marketing Campaign Management & Execution:** Planned and managed digital marketing campaigns across social media (LinkedIn, Instagram, and Facebook), email, and paid advertisements. Oversaw campaign execution, optimizing strategies based on data analysis to maximize audience impact and meet set KPIs.
- **Web Design & Development:** Designed and developed responsive, user-friendly websites using platforms like WordPress and Shopify. Focused on SEO optimization and enhancing user experience, resulting in significant increases in client web traffic and engagement.
- **Digital Marketing Materials:** Produced compelling visual content for email campaigns, social media, and digital advertisements, enhancing clients' online presence and achieving specific marketing outcomes. Focused on storytelling and presenting customer testimonials as key success drivers.
- **Design & Marketing Project Management:** Led multiple design and marketing projects simultaneously, from concept through completion, ensuring deadlines were met and deliverables maintained high-quality standards.
- **Marketing Campaign Analysis & Strategy:** Utilized marketing tools and survey platforms to assess the effectiveness of marketing campaigns and strategies. Presented data reports for both internal and public use, ensuring alignment with project goals.

Edda's Cake Company, Miami, FL

Senior Graphics Designer, Webmaster & IT Manager

April 2017 – August 2023

- **Digital & Print Design:** Created visually engaging digital illustrations, packaging designs, and advertisements for both social media and print catalogs. Developed layouts for brochures, posters, and various promotional materials aligned with the company's brand identity.
- **Website & IT Management:** Oversaw the development and maintenance of the company's website, ensuring a seamless user experience and functionality. Managed IT infrastructure to support daily operations, ensuring the smooth integration of technology solutions.
- **Marketing Campaigns & Strategy:** Provided strategic marketing direction for the company, offering insights into digital and traditional marketing efforts to enhance brand presence and engagement across multiple platforms.
- **Multimedia Production:** Produced and edited high-quality photos and videos for use in marketing materials, ensuring content was optimized for both digital and print formats.

O. Mustad & Son Americas, Miami, FL (America's Headquarter)

Global Media Manager

Jan 2013 - Dec 2016

- **Design and Layout:** Created product layouts and catalogs tailored for regional offices across America, Europe, Africa, Middle East, Asia, and Australasia. Ensured design consistency and localization for various markets.
- **Web Management:** Designed, updated, and maintained multiple company websites, enhancing user experience and visual appeal. Implemented SEO best practices to improve online visibility.
- **Exhibition and Advertising Materials:** Developed advertising materials, exhibition displays, and banners for international fishing shows, contributing to increased brand recognition and engagement at events.
- **Packaging Design:** Designed packaging solutions including boxes and insert cards, ensuring high visual impact and brand consistency.
- **Product Photography:** Conducted product photo shoots using advanced studio lighting techniques. Edited and retouched images to meet high-quality standards for marketing materials.
- **Print Production:** Prepared files for print, coordinated with international printing companies, and negotiated pricing to optimize production costs. Managed shipping logistics across Europe, Asia, and America.
- **Digital and Print Projects:** Led various digital and print projects from concept to completion, ensuring alignment with company goals and client expectations. Worked on cross-functional teams to deliver integrated marketing campaigns.

Manichov Design Inc, Colombia, Seattle, WA & Miami, FL

Owner/Graphic Designer/Marketing Advisor

1994 - 2012

La Raza del Noroeste/Daily Herald/The Washington Post, Everett

Art Director

2003 - 2008

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

- Budget & Resource Optimization: for digital marketing projects, maximizing return on investment.
- Effective collaboration with communications and management teams: to ensure marketing activities align with strategic organizational goals and department objectives.

Proficient in Microsoft Office Suite

- Expertise in product photo shooting and professional retouching
- Advanced knowledge of HTML5 and CSS
- Bilingual in English and Spanish
- Strong adaptability to new software and tools, with a proven track record of quickly implementing them in professional workflows.
- CDL - Class B (P)

PERSONAL SKILLS

- Attention to Detail
- Flexibility
- High Energy Level
- Multitasking
- Problem Solving