

Hello, I'm

Luis E. Colón Colón

a graphic designer with marketing experience, eager to use my skills for company success. Proactive and motivated, seeking growth opportunities in a positive work environment.

Contact info:

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GRAPHIC DESIGNER AT

Invision Media PR

MARCH 2022 – OCTOBER 2022 | SAN JUAN, PR

Some clients:

Golden Corral, Econo, W Pharma Dispensary, Panevo

- Design posts for social media
- Make graphic motions for social media
- Brainstorming ideas for social media content
- Photo retouching
- Logo creation

GRAPHIC DESIGNER AT

Chess Advertising Group

NOVEMBER 2021 – FEBRUARY 2022 | GUAYNABO, PR

Some clients:

MacCoop, VillaCoop, BiiCosmetics, San Rafael Coop

- Campaigns with adaptations for different mediums
- UI/UX design with prototype
- Prepare final designs for print
- Visual identity for packaging
- Design assets for web pages

GRAPHIC DESIGNER AT

RED Comunicaciones Integradas

JULY 2020 – FEBRUARY 2021 SAN JUAN, PR
MAY 2014 – JULY 2016

Some clients:

Starbucks, COSVI, Seguros Múltiples, Penfed, Rosa Mexicano

- Branding creation for new business
- Social media ads & Google ads design
- Conceptualization of creative advertising campaigns
- Basic video editing & graphic motion
- Design for monthly social media posts
- Storyboards creation

LAYOUT DESIGNER AT

W.S. Badcock Corporation

JANUARY 2018 – APRIL 2020 | MULBERRY, FL

- Responsible of design monthly circulars
- 12 millions copies | 6-8 large pages
- Retail Design for 360+ stores in U.S.A.
- Develop spanish version circular
- Annual catalog design & production assistant
- Maintain branding image in every design project
- Daily ads for newspaper, billboards, mailers, etc.

GRAPHIC DESIGNER AT

Kroma Advertising & Public Relations

JULY 2016 – OCTOBER 2017 | SAN JUAN, PR

Some clients:

Bacardi, IRSI, Marriott Hotels, Hyundai, Plaza del Caribe, Open Mobile

- Assists multiple Art Directors with ad campaigns
- Newspaper ads
- Social media ads & Google ads design
- Photo retouching for ads
- Prepare final designs for print
- Storyboards creation
- Daily adaptations and revisions

Turn next page

GRAPHIC DESIGNER AT

Intacto LLC • ERC Group

MAY 2013 – MAY 2014 | GUAYNABO, PR

Some clients:

Durex, Cámara de Representantes de PR, Johnson & Johnson, Energizer

- Promotional campaigns
- Design for different types of advertising mediums
- Social media ads & content design
- Convention booth design
- Shelf stocker design
- P.O.P. design

JR. GRAPHIC DESIGNER AT

Arteaga Arteaga

FEB 2013 – MAY 2013 | SAN JUAN, PR

Some clients:

Ciclón Energy Drinks, Primera Hora, 21th Fox Century, Hospital del Niño

- Design concept for advertising campaigns
- Print design
- Assists multiples Art Directors
- Photo retouching
- Brainstorm ideas for advertising campaigns

Design Skills:

- Digital & Print design
- Typography & Color theory
- Basic graphic motion design
- UI/UX Knowledge

Tech Skills:

- Adobe Creative Cloud
- Microsoft's Office
- Wordpress
- Figma/Sketch

Soft Skills:

- Team player
- Time management
- Problem solver
- Critical thinking

Personal Skills:

- Quick learner
- Organized
- Attention to detail
- Resourcefulness

BACHELOR IN DIGITAL GRAPHIC DESIGN AT

Atlantic University College

2009 - 2013 | GUAYNABO, PR

HIGH SCHOOL DIPLOMA AT

Miguel Melendez Muñoz

2007 - 2009 | BAYAMÓN, PR