

RAFA VELAZQUEZ

GRAPHIC DESIGNER

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www.velazquezdesign.net

rafavee@gmail.com

209 509 7690

AREAS OF EXPERTISE

Proposals/Presentations

Brand Development | Graphic Design

Photo Manipulation | Print and Digital

Infographic Design | Fluent in Spanish

Fillable Form Creation | Logo Design

TECHNICAL SKILLS

Basic HTML/CSS | Word | Asana

After Effects | InDesign | PowerPoint

Photoshop | Illustrator | Dropbox

Adobe Acrobat | SharePoint | Trello

PROFILE

Graphic Designer and Brand Developer with 9 years experience in print and digital media. Specializes in interdepartmental communication and organization. Extensively versed in the Adobe Creative Suite with an expert concentration in Photoshop, Illustrator, InDesign, and After Effects. Achieves successful strategies by maximizing messages through research and fostering identity solutions via strong design concepts.

EDUCATION

IADT • Bachelor of Fine Arts, Visual Communication *2012 - 2015*

EXPERIENCE

Velazquez Design • Graphic Designer *2015 - Present*

- Create and manage the development of brands from conception to fruition.
- Work in conjunction with client to ensure project goals for brand are suitable for the arena they operate in and brand itself is future proof.
- Deliver presentation of all assets (typefaces, logos, colors, brochures, business cards, letterheads, etc.)
- Generate comprehensive guide on how to implement and maintain brand and make omnipresent across all appropriate channels.

Asurea • In-house Graphic Designer *2015 - 2021*

- Responsible for the beautification of corporate literature and introduction of countless new design elements that helped augment the perception of the brand and elevate its status in the insurance space.
- Typically managed numerous projects at once (as many as 7) and with the expectations to fulfill them in a timely manner without sacrificing quality.
- Coordinated with various print houses and vendors in regards to the production of marketing materials (flyers, shirts, banners, signage, stationery, etc.) all while ensuring that said materials met the unique technical parameters requested by each respective party.

ONLINE

www.instagram.com/velazquezdesign16

www.youtube.com/@velazquezdesign

www.linkedin.com/in/rafavelazquez

www.velazquezdesign.net