



PROFILE

I'm a Cuban graphic designer and communication manager with 14 years of experience in software and signage industry. I live in Miami but I can work with people around the world.

SKILLS

Graphic Design

Creative thinking / Communication / Research / Time management / Team work / Advertising and media development / Signage Projects

Tools:

Adobe Photoshop	██████████
Adobe Illustrator	██████████
Corel Draw	██████████
Dreamweaver	██████████
Flash	██████████
Understanding of HTML	██████████
CMS (Drupal, WP)	██████████

Social Media

Experience drafting and submitting content for platforms including official websites, Facebook, Twitter, Instagram and blogs. Experience in Search Engine Optimization and statistical researches.

Marketing / Branding

Experience determining brand image and successfully creating a fluid online presence across all channels. Proven skills in management of multiple extensive projects, branding, organization strategies, tasks and data analysis.

Environmental Projects

Signage Projects design and management. Production process knowledge. Print media, design, displays, product brand identity.

Event Planning

Experience leading more than 10 technical events and fairs. Stand design. Logistic and production. Print collateral design and creations. Public relations & marketing. Contract negotiation & management.

EMPLOYMENT

2017 - 2018 Graphic Design and Project Management | Miami, Florida

SFY Arquitectural - Signs and Displays

Lead internal project management activities. Performs, supervises and coordinates the execution of environmental signage projects. Graphic design and production. Company website development and community management.

2007 - 2016 Communication Manager | Havana, Cuba

Softel - Informatic Solutions

Communication, design, community and social media management. Creation of contents to engage target audiences. Work with the media. Event planning. Branding monitoring and updating. Software design.

2010 - 2012 Graphic Designer | USA

PAHO - Panamerican Health Organization

Aging and Health in the Americas web platform. Planning, branding and design.

2004 - 2007 Graphic Designer | Havana, Cuba

Softel - Informatic Solutions

Branding. Web and developed tools design. Enterprise website and intranet. Editorial, books, user manual and poster design.

EDUCATION / TRAINING

Buenos Aires University, Argentina

Foroalfa Conferences

09/2009

Communication School, Havana University

Communication Training

2005-2006

Design Institute of Havana, Cuba.

Bachelor's degree in Informational Design, Graphic Design, Visual Communication

09/1999 - 07/2004

WORKS

Software, Web Design & SEO

Suite Galen Clinicas. Hospital Management System. Design and development.

Softel website, Services Web Platform, INTEGRO Web Platform. (www.softel.cu)

Servicios Médicos Cubanos website. (www.smcsalud.com)

Aging and Health in the Americas web platform. (www.mayoressaludables.org)

Information System Web Platform Ministry of Public Health. (www.infomed.sld.cu/sisalud)

Environmental Design. Signage Projects.

Signage Projects for Cruise Lines. (Royal Caribbean, Azamara, Celebrity)

Environmental Signage Projects for Residential and Commercial. (Prive, SLS, Miami Seaquarium, Doral Downtown)

Event Planning, Stand design, Logistic, Contract negotiation and Production

National Customers Workshop SOFTEL 2013, 2014 and 2015

International Convention and Fair Informatica. 2009, 2011, 2013 and 2016

FELTi, Foro de Empresarios y Líderes en Tecnologías de la Información 2014 and 2015

Cubasalud 2012 and 2015.

Marketing, Social Media & Public Relations

Community Manager for Company website, Facebook and Twitter. Advertising management. Softel.

Project Manager. Knowledge of contracts, sales and commercial skills.

Softel media relations, contents development and communication strategies.

Branding, Corporate Identity and Integrate Marketing Communication

Softel branding and Communication Plan. Temporary identity for 20th, 25th, and 30th Anniversary.

Health Information Systems. Cuban Medical Services. Ministry of Public Health, Cuba.

Aging and Health in the Americas for PAHO, Washington DC.