

Joely Lara.

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Location: Buenos Aires, Argentina.

PROFESSIONAL SUMMARY:

As a Web Designer with over 10+ years of experience, I bring a unique blend of creative and analytical skills to the table, allowing me to drive growth for businesses through innovative and data-driven design solutions. I have a strong experience in translating my clients' (both individuals and companies) ideas and concepts into web design experiences that efficiently combine creativity, functionality, and technology to produce eye-catching assets that increase their brand awareness, generate leads and connect them with their audience.

SKILLS:

- Website Design
- Graphic Design
- Adobe XD
- Adobe CS Suite (Photoshop, Illustrator)
- Branding Design
- WordPress Design
- Elementor Builder
- Prototyping
- HTML5
- CSS3

EDUCATION & CERTIFICATION:

- Architect Degree, Universidad de Los Andes. ULA. Venezuela, 2004 – 2010
- Landscape Architect Master Degree, Universidad de Buenos Aires. Argentina, 2020 – 2022

PROFESSIONAL EXPERIENCE:

Edison Interactive

Jul 20 - Present

Graphic designer

- Edison is a technology company with a predominantly Fortune 500 client base whose mission is to enhance consumer experiences within digital spaces and create purpose in a digitally connected world.
- Participated in the prototyping process of their out-of-home (OOH) and Content Management System (CMS) UI/UX for interactive user-connected devices in golf cars, rental vehicles, hotel rooms, restaurants, and more.
- Provided sketching, wireframing, prototyping, and high-fidelity mock-ups customized to each client's branding guidelines and content specifications.
- Collaborated with a team of 3+ members to understand project scope: Reunited with project and product managers, and marketing professionals to understand goals, target audience, technical constraints, and time delivery expectations.
- Provided support in a wide range of graphic design skills to the team: Video editing, motion graphics creation, and brochure design for the company's predominantly High-end client portfolio.

Nutririse

Mar 20 – Jul 22

Graphic designer

- NutriRise is a wellness supplement company that provides health supplements to achieve people's health goals holistically.
- Designed and executed over 1000 design assets for the brand's supplement catalog across all of their marketing channels: Email newsletters, social media platforms (Instagram), Amazon store pages, Amazon product pages, and Shopify webpage.
- Collaborated with a team of 8+ members (creative director, project manager, designers, copywriters, and marketing professionals) to brainstorm ideas to create and execute marketing campaigns for new supplement releases.
- Followed the brand's guideline when creating design assets for each one of the products campaigns.

Bombfell Media

Jul 18 – Jul 22

Graphic designer

- Bombfell Media is a Canadian marketing agency based in Toronto. Their mission is to help companies grow their businesses by providing them with a wide range of marketing services.
- Increased brand awareness to the largest and oldest Value Chain Solutions provider in Consumer-Packaged Goods in Canada & USA with a style renovated website that showcases their work for over 100 years in business.
- Worked closely with stakeholders during documentation and planning for website development projects.
- Worked simultaneously across multiple website projects, from small to large-scale companies based in Canada.
- Designed and executed both printed and digital design assets, from websites, website banners, social media banners and explainer motion graphics.

LN Creative Group**Sep 19 – Mar 20****Graphic designer**

- LNC Creative Group provides digital marketing, secure technology, and environment design that businesses and organizations need to accelerate in a new era of business.
- Provided companies with digital products to increase their brand awareness and lead generation through digital channels.
- Created visually compelling solutions that met the company's needs.
- Communicated with clients to understand their needs and goals, researched and planned projects accordingly.
- Collaborated with the creative director to execute art pieces and produce work that met the company's branding and marketing goals.
- Created and executed design assets for a wide range of channels, including websites, social media platforms, and email newsletters.

Symbicore**Nov 17 – Oct 18****Graphic Designer**

- Symbicore is a marketing agency based in Winnipeg, Canada, providing integrated marketing and web design solutions to small and medium-sized businesses around the world.
- Created visually compelling solutions that met the company's needs, both printed and digital.
- Communicated with clients to understand their needs and goals, researched and planned projects accordingly.
- Collaborated with the creative director to execute art pieces and produce work that met the company's branding and marketing goals.
- Developed assets for a wide range of channels, including websites, social media platforms, and email newsletters.