

SENIOR WEB AND GRAPHIC DESIGNER

Multi-channel Digital Solutions • Creative Strategy • Performance & Accessibility Excellence

Results-driven **digital design leader** with 25+ years of experience in **shaping high-impact graphic, web, and front-end solutions** across higher **education, fintech, healthcare, and B2B** environments. Skilled in leading cross-functional teams to create brand-driven and **responsive websites, email campaigns, and marketing assets**. Proven ability to translate **strategic goals** into **visually compelling and user-focused solutions**. Proficient in **managing multi-brand content, optimizing front-end performance, and ensuring accessibility and SEO compliance**. Recognized for **aligning creative vision with business priorities** to deliver measurable results and long-term brand value. Currently looking for opportunities to contribute creative and technical expertise to impactful digital initiatives.

Core Strengths

- Graphic & Web Design Leadership
- Brand Identity & Visual Systems
- Customer Experience Strategy
- Mentorship & Team Development
- Digital & Print Campaign Direction
- Performance Metrics & Analysis
- Marketing & Creative Strategy
- Web & Front-End Development
- SEO & Accessibility Governance
- Interactive Media & Landing Pages
- Web Content Management
- Cross-Browser Optimization
- Key Stakeholder Collaboration
- UI/UX Planning & Development
- Project Planning & Execution

Select Career Highlights

- Led collaboration with creative, marketing, and account teams to deliver visually compelling, cohesive, and strategically aligned design solutions across multiple projects.
- Managed large multi-brand web content on CMS platforms, keeping pages accurate, accessible, and search-friendly.
- Fixed cross-browser and performance issues to improve front-end functionality, responsiveness, and overall user experience for websites, landing pages, and digital campaigns.
- Produced brand-aligned digital and print experiences for a global FinTech organization in collaboration with cross-functional teams to deliver high-impact campaigns.

Recent Work Experiences

Freelance

Jul 2011 – Present

Senior Graphic / Web Designer

- Deliver integrated branding, web, and marketing solutions across digital and print for agencies and direct clients.
- Collaborate with executives and stakeholders to create business-driven design initiatives, achieving measurable results.
- Create print and digital collateral, including brochures, ads, and presentations, aligned with client objectives.
- Partner with Creative and Art Directors and Account Executives to deliver cohesive, high-impact design solutions.

Penn Foster Group - Scranton, PA

Apr 2018 – Jan 2026

Web Content Administrator - Remote (Apr 2023 – Jan 2026)

- Oversaw large-scale and multi-brand web content across content management system (CMS) platforms, maintaining accuracy, SEO standards, and accessibility compliance.
- Partnered with design, marketing, and development teams to publish, optimize, and enhance pages and maintain campaigns and site updates.
- Implemented front-end improvements and fixes using HTML and CSS to ensure responsive, user-friendly, and high-performing digital experiences.

Front-End Web Developer - Remote (Jul 2021 – Apr 2023)

- Translated design concepts into clean and functional front-end code to ensure accuracy to the original designs.
- Resolved cross-browser compatibility issues and optimized site performance for more reliable user experiences.
- Engineered responsive web pages and interactive components using HTML5, CSS3, and JavaScript/jQuery to ensure functionality across devices and browsers.

Senior Web Designer - Remote (Feb 2019 – Jul 2021)

- Crafted responsive websites, landing pages, email campaigns, and digital assets for higher-education brands that ensured consistency and user engagement.
- Directed visual execution and collaborated closely with marketing and development teams to deliver cohesive and high-impact digital experiences.

Ashworth College - Atlanta, GA (Hybrid)

Apr 2018 – Feb 2019

Senior Web Designer

- Collaborated with in-house web and marketing teams to design, develop, and maintain responsive websites, landing pages, banner ads, and email campaigns.
- Managed end-to-end project lifecycles for websites, blogs, email campaigns, and ad banners, overseeing timelines, budgets, and resources from concept to launch.
- Planned and executed multi-channel campaigns with consistent messaging across college communications and digital media.
- Developed and maintained responsive web assets, troubleshooting cross-browser issues with HTML5 and CSS3 to ensure consistent performance and user experience.

Worldpay - Atlanta, GA

Jul 2016 – Mar 2018

Senior Digital Designer (Aug 2017 – Mar 2018)

Digital Designer (Jul 2016 - Jul 2017)

- Delivered brand-aligned digital and print experiences for a global FinTech organization, ensuring consistency and impact across multiple media channels.
- Conceptualized and executed creative design deliverables in collaboration with cross-functional teams for innovative customer experiences through print, web, and responsive design.
- Implemented interactive media campaigns that reinforced brand messaging and enhanced visual communication across diverse marketing platforms.

Past Professional Experience

- **Creative Director**, OpenSpan, Atlanta, GA (2012 – 2016)
- **Interactive Designer** (Contract), CareerBuilder, Atlanta, GA (2011 – 2012)
- **Senior Designer & Web Specialist**, Dodge Communications, Atlanta, GA (2007 – 2011)
- **Senior Graphic Designer**, The Alisas Group, Atlanta, GA (2005 – 2006)
- **Senior Graphic & Web Designer**, Freelance, Atlanta, GA (2002 – 2005)
- **Graphic Designer**, Langston Roach Industries, Trinidad & Tobago (2001 – 2002)
- **Graphic Designer**, Hernandez/Foote, Cone and Belding, Trinidad & Tobago (2001)
- **Graphic Designer**, Publicgraphics, Venezuela (2000)

Education and Training

- **Bachelor of Arts (BA) in Graphic Design** – Centro Instituto de Diseño Gráfico (CIDIG), Lara, Venezuela
- **Certifications: Team Leadership, Leadership Essentials, Self-Leadership, Business Leadership**, McKinsey & Company – Hispanic & Latino Leadership Academy (2024), **Front-End Development**, New York Institute of Art and Design (2021), **Interactive Design Courses**, Emory University Center for Lifelong Learning (2011), **Art Direction**, Atlanta College of Art (2004), **Graphic & Web Design**, Art Institute of Atlanta (2003), **Design Certification**, Printing Association of Florida (2002).
- **Trainings:** Emory University Center for Lifelong Learning, An Event Apart (UX Conference), Marcom Central User Conference, Art Institute of Atlanta.
- **Design Awards with Dodge Communications Awards:** Hermes Award – Gold (2 x 2011, 2010), Communicator Award (2009), Davey Award – Silver (2 x 2008, 2007), eHealthcare Leadership Award (2007).
- **Languages:** English & Spanish.

Skills and Experience

- **Design & Prototyping:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD) and Figma.
- **Web Development & Front-End:** HTML5, CSS3, JavaScript/jQuery (basic), PHP (Basic), Bootstrap
- **Content Management Systems (CMS):** Joomla, WordPress, Sitecore
- **Email & Marketing Automation:** HubSpot, Marketo and Mailchimp
- **Office & Productivity:** Microsoft Office (Word, Excel, PowerPoint)
- **Responsive Design & Accessibility Tools:** Built-in Browser Developer Tools