

Victor Alvarez

Senior Graphic / Digital Designer (Hybrid Designer)

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Summary

Senior Hybrid Designer with expertise in graphic design, web design, front-end development, and content management. Proven ability to design, build, and optimize digital experiences from concept through launch. Strong collaborator across marketing, product, and engineering teams in higher education, fintech, healthcare, and B2B environments.

Specialties

Brand Identity & Visual Systems • UI/UX & Web Design • Front-End Development (HTML5, CSS3, basic JS/jQuery) • CMS & Web Content Management • WCAG 2.1 Guidelines • ADA Compliance (Web) • Responsive Design & Accessibility • HTML Email Design & Development • Marketing & Campaign Assets • Cross-functional Collaboration.

Experience

Freelance | Senior Graphic / Web Designer

Jul 2011 – Present

- Delivered branding, web, and marketing solutions for agencies and direct clients across digital and print.
- Partnered with executives and stakeholders to create strategic, business-driven design solutions.

Penn Foster Group | Ashworth College — Remote (Scranton, PA - Atlanta, GA)

Senior Web Designer | Front-End Web Developer | Web Content Administrator | Apr 2018 – Jan 2026

Web Content Administrator | Apr 2023 – Jan 2026

- Managed large-scale, multi-brand web content using CMS platforms, ensuring accuracy, SEO, and accessibility compliance.
- Collaborated with design, marketing, and development teams to publish and optimize pages, campaigns, and site updates.
- Supported front-end fixes and enhancements using HTML and CSS.

Front-End Web Developer | Jul 2021 – Apr 2023

- Built and maintained responsive pages and components using HTML5, CSS3, and JavaScript/jQuery.
- Translated designs into clean, functional front-end code; resolved cross-browser and performance issues.

Senior Web Designer | Apr 2018 – Jul 2021

- Designed responsive websites, landing pages, email campaigns, and digital assets for higher-education brands.
- Led visual execution while partnering with marketing and development teams to deliver cohesive digital experiences.

Worldpay (Atlanta, GA)

Senior Digital Designer | Aug 2017 – Mar 2018

Digital Designer | Jul 2016 – Jul 2017

- Produced brand-aligned digital and print experiences for a global fintech organization within cross-functional teams.

OpenSpan (Atlanta, GA)

Creative Director | Sep 2012 – Apr 2016

- Led brand identity, digital campaigns, and marketing communications across web, sales enablement, and events.

CareerBuilder (Contract) (Atlanta, GA)

Interactive Designer | December 2011 - April 2012

- Designed UI elements with developers and UX leadership, created enterprise-wide style guides, supported job-seeker site redesigns, and assisted with screening contract talent.

Dodge Communications (Atlanta, GA)

Senior Designer/Web Specialist | February 2007 - July 2011

- Designed brand and marketing collateral for B2B clients, including packaging and trade show assets.
- Created websites, digital ads, and email campaigns; managed workflow for contract designers.

Additional Experience

The Alisia Group • Langston Roach Industries • Hernandez/Foote, Cone & Belding • Publicgraphics

Skills and Experience

- **Design & Tools:** Adobe CC, Sketch, Figma, InVision and Microsoft Office
- **Web & CMS:** HTML5, CSS3, Joomla, WordPress, Sitecore and Bootstrap
- **Email & Marketing:** Marketo, Pardot, MailChimp, Constant Contact, HubSpot and IBM Marketing Cloud
- **Development:** HTML Email (Intermediate), PHP & jQuery (Basic)
- **Languages:** Bilingual – English / Spanish

Education and Training

- **New York Institute of Art and Design** – Certificate, Front-End Development (2020–2021)
- **Atlanta College of Art** – Certificate, Art Direction (2004 - 2004)
- **Centro Instituto de Diseño Grafico (CIDIG)** – B.A. Graphic Design (1997–2000)

Additional Training:

Emory University Center for Lifelong Learning • An Event Apart (UX Conference) • MarcomCentral User Conference
• Art Institute of Atlanta

Honors and Awards

With Dodge Communications:

• 2011 Hermes Award

Gold for outstanding design and production, corporate Web site Overall – MRO

• 2011 Hermes Award

Gold for outstanding microsite design – MPV

• 2010 Hermes Award

Gold for outstanding Brochure Design (co-designer)
– Henry Schein

• 2009 Communicator Award

Distinction for Rowasa Kit Pre-Launch – Alaven

• 2008 Davey Award

Silver for outstanding creative design, banner advertisement – MRO

• 2008 Davey Award

Silver for outstanding creative design, direct mail campaign - Rubbermaid Medical

• 2007 Davey Award

Silver for outstanding creative design, 3-part mailer - Ingenix (formerly LighthouseMD)

• 2007 eHealthcare Leadership

Website redesign - MPV