

# ARLETTY CONCEPCION




[www.arlettyconcepcion.com/](http://www.arlettyconcepcion.com/)



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 Miramar, FL

 (786) 805-9072

## About me

I'm a Senior Graphic and Web Designer, Social Media Content Creator and more than 7 years of experience in the design and website industry. Excellent skills in creating solutions that streamline workflow and reduce wait time. Highly creative with the ability to work well in a team.

I want to take on new challenges in my professional career and expand my work knowledge. I'm a well-focused person capable of learning quickly and adapting to changing circumstances.



## Experience

### BetterNOI - Senior Graphic and Web Designer

11/2019 - Current

- Graphic Designer applying the new brand on sales materials, social media and website graphics.
- Logo design.
- Design unique print materials, including advertisements, brochures, and logo designs.
- Brand book and style guide developing.
- Editing and retouching of product photographs.
- Powerpoint presentations and all graphic materials need for Social Media and special company events.
- Design graphics and motions graphic.
- Specialist in content creation for social media to promote the services in every platform.
- Product image editing and retouching processes.

### Intermex - Jr. Graphic Designer

01/2017 - 11/2019

- Design unique printed materials, including advertisements, brochures, and logo designs.
- Email marketing campaigns.
- Graphic preview campaign.
- Design of graphics and campaign concepts until the final art.
- Work closely with the sales team during the design process to ensure customer satisfaction.
- Develop concepts and ideas for a variety of clients.
- Product image editing and retouching processes.
- Development and dissemination of brand style guides to ensure consistency.

### MTSS - Designer and Computer Science Technician

05/2009 - 01/2015

- Design of new brand visual elements.
- Develop attractive marketing and promotional advertisements to generate sales.
- Creating print-ready interactive graphics for products.
- Design and creation of magazines for the company.
- Conduct trend research.
- Digital image files generated for use in digital printing. Media design.
- Development and redesign of the website.



## Skills

- Adobe Creative Cloud  
(Illustrator, Photoshop, InDesign, After Effects, Premier Pro)
- Adobe XD, Figma
- HTML/ CSS, Wordpress
- Social Media
- Microsoft Word/ PowerPoint
- Design, Interface Design
- Mobile Design, Responsive Design, Web
- Branding & Identity Design, Logo Design
- Final Print
- Creative Problem Solving



## Education

### Digital Media/ Multimedia Design The English Center.Miami

Associate of Arts: Aug 2016 - Aug 2018

### Jose Antonio Echeverria, Cuba.

Computer Science Bachelor Degree  
Sep 2009 - Nov 2015

### Polytechnic Institute "Osvaldo Herrera", Cuba.

Technical Bachelor in Computer Science  
Sep 2005 - May 2008

## Certifications

### Fundamentals of Graphic Design

Coursera : 07/2020

### Introduction To HTML5

Coursera : 07/2020

### Digital Analytics for Marketing Professionals: Marketing Analytics in Theory

Coursera : 11/2019

### Marketing in a Digital World Marketing in a Digital World

Coursera : 09/2019

### HTML Fundamentals

Sololearn: 04/2017