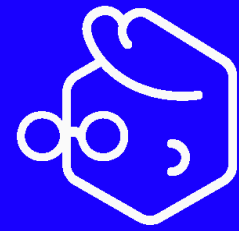


Aleksander Romero

MULTI-DISCIPLINARY DESIGNER



OBJECTIVE

To secure a dynamic Graphic Designer position where my artistic abilities, attention to detail, and experience in creating effective designs can be utilized to enhance your brand's identity and drive business growth.

EXPERIENCE

DESIGNER & PRODUCTION ARTIST - AV COMMUNICATIONS

APR 2022 - MAY 2023

AV Communications is a small full-service marketing firm specializing in culturally competent marketing campaigns targeted to Canada's diverse and multiethnic communities.

As a designer at AVC, I worked on multiple high-profile campaigns for clients such as Western Union, BMO, and Diageo.

My particular areas of specialization included:

- Production/QA: Taking approved assets and generating multiple assets for multiple digital campaign adaptations, making sure each vendor and client had all the needed files.
- Billboards and signage: Generating designs for approval and coordinating files with printers so they have the required files.
- Web campaigns
- Brand activation mockups: Proposing & designing
- Sizzle reels for internal pitches.

As a specialist in multicultural design, I created assets that were easily adaptable to multiple languages and form factors, across the marketing mix.

WEB/UX DESIGNER - JONAS CLUB SOFTWARE

FEB 2018 - APRIL 2022

Jonas Club Software is an industry-leading provider of website solutions and software to the private club business - golf courses, country clubs, resorts, etc. As a Web Designer, I helped these clubs communicate with their members using modern, attractive web design powered by Jonas' CMS based on Kentico.

- Worked simultaneously with several clients with them from beginning to end of project to redesign their club's site.

CONTACT

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Toronto, ON, Canada

ABOUT ME

I am passionate about designing digital experiences that are both visually stunning and intuitive, and always strive to create designs that delight and engage users.

SKILLS

- Graphic Design
 - Print production
 - UX/UI Design
 - Web Design (HTML & CSS)
 - Adobe Creative Suite: Photoshop, Illustrator & InDesign as well as Premiere Pro & After Effects
 - Microsoft Office Suite
 - Figma, XD, InVision
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EDUCATION

Seneca College, TO | 2017.

Interactive Media Design.

Graduated with honours (GPA 3.94)

LANGUAGES

Fluent/Native:

- English
- Spanish

Basic Knowledge:

- French
- Japanese

- Reviewed or created site architecture, optimizing it for the specific purposes of the club. Proposed designs that effectively communicated their brand identity and services.
- Improved user experience for our clients by designing icons for our proprietary CMS. Helped the development team to run usability tests & investigate UX issues with clients.

PRODUCTION DESIGNER - TRIMARK SPORTSWEAR

FEB 2018 – APRIL 2022

Contract position with Trimark to help with creating several catalogues for the European market.

Some of my responsibilities:

- Managing and building data files required for catalogue production using the Easy Catalogue plugin for InDesign.
- Ensuring quality control and accuracy of digital art files; preparing proofs for approval.
- Upholding branding guidelines, graphic standards, copyrights, and regulations.
- Managing multiple language layout requirements and deadlines.

LEAD GRAPHIC DESIGNER - SENECA STUDENT FEDERATION

SEP 2015 – SEP 2017

Graphic designer for the Seneca Student Federation at Seneca college on a central level, leading organization-wide and cross-campus design initiatives.

- Created a branding guide for SSF to unify and standardize the usage of its logo and identifying marks.
- Updated wayfinding signage on campus and created informational signs for student services.
- Redesigned digital menu boards for campus dining
- Created personalized business cards for all council members and high-level employees across the SSF organization
- Created a new logo for the SSF Food Bank.

LEAD GRAPHIC DESIGNER - TELEGLOBOS.COM | VEN

FEB 2012 – FEB 2013

Venezuela | Teleglobos.com is an international e-commerce site catering to Latin American markets. Reporting directly to the CEO, I was responsible for all product photography; photo editing; web, banner, and catalogue design for three companies in the Teleglobos family of companies.

Have designed for:

- Mandarin
 - Cantonese
 - Hindi
 - Punjabi
 - Portuguese
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