

EMPLOYMENT

- AnswerLab** Remote
Senior Visual Designer August 2024 – June 2026
- Led the visual design of UX research deliverables for enterprise clients including American Express, Google, Airbnb, and other Fortune 500 organizations.
 - Introduced the use of interactive prototypes and digital research deliverables in Figma, expanding product offerings and enhancing the communication of research findings.
 - Partnered directly with clients, researchers, and cross-functional teams to understand project goals, present design solutions, and translate complex insights into compelling visual stories.
 - Served as the primary design contact across multiple projects, providing creative direction from concept through delivery.
 - Collaborated with the marketing team to expand the company's visual asset library following an internal rebrand, creating branded assets, illustrations, and iconography.
- Visual Designer** October 2022 – August 2024
- Independently led the visual design of UX research reports for Fortune 500 and enterprise clients, creating layouts, illustrations, iconography, and supporting graphics that transformed complex findings into engaging visual narratives.
 - Developed custom illustrations, iconography, infographics, journey maps, and personas that strengthened visual storytelling and improved communication of research insights.
 - Helped introduce motion graphics and animation as a new product offering, expanding the team's creative capabilities and client deliverables.
 - Served as a primary design resource for researchers, providing creative guidance and visual solutions across multiple concurrent projects.
- Associate Visual Designer** February 2022 – October 2022
- Assisted senior designers in applying typography, illustration, color, and layout principles to support compelling visual storytelling across a variety of UX research deliverables.
 - Collaborated with researchers, project managers, and designers to develop layouts, illustrations, icons, and supporting graphics for finance clients.
 - Contributed to the expansion and organization of a digital asset library while maintaining consistency in visual style, branding, and color standards.
- C&L Trading of Miami** Miami, FL
Lead Graphic Designer April 2021 – February 2022
- Directed the visual design and creative strategy for branding, product development, packaging, and advertising initiatives.
 - Designed digital marketing campaigns for company websites, social media, and e-commerce platforms, reaching over 3 million users on Facebook and Instagram and contributing to a 40% increase in sales.
 - Developed and maintained brand standards through cohesive logo design, typography, color palettes, and visual identity systems.
 - Designed print collateral including banners, signage, and wholesale catalogs to support marketing and sales initiatives.
 - Led product packaging design, collaborating with directors and managers to develop solutions that aligned with business objectives.
- Assistant Graphic Designer** Dec 2020 – April 2021
- Introduced motion graphics through GIFs and short-form video assets to enhance digital marketing campaigns and user engagement.
 - Assisted the Lead Graphic Designer with photo editing, video production, and marketing assets for new product launches.
 - Quickly became a trusted contributor across the design department by supporting a wide range of creative projects and business needs.

EDUCATION

Florida International University - Bachelor's of Science in Computer Science Miami, FL

SKILLS

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects)
- Figma
- Motion Graphics & 2D Computer Animation
- UI Design & Interactive Prototyping
- Packaging Design
- Social Media Content Creation
- Procreate
- HTML, CSS, JavaScript, jQuery
- Shopify & E-commerce
- Microsoft Office (Word, PowerPoint, Excel).
- Google Suite (Docs, Slides, Sheets).
- Remote Communication (Slack, Zoom, Google Meet, Microsoft Teams)
- Project Management
- Vector Graphics and Illustrations