

# LORENA GARCIA

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## EXPERIENCE

### Graphic Designer

[ Comfanorte ] 2019

- Design email, digital media, website & direct mail assets, based on the brand guidelines
- Responsible for creating marketing materials, managing the website and social media as a part of a large team.
- Work closely with the creative team to understand business requirements on projects
- Creation of vector illustrations, personalized icons, and infographics
- Develop mock-ups and other presentation pieces

### In-House Designer

[ Hostal Raquel Holguin ] 2016 - 2019

- Proof and approve digital images for posting to website & social media
- Design, layout, and co-ordinate the development of advertising and other promotional materials
- Establish a unified brand identity across all visual materials
- Design and develop original graphical imagery

### Print Shop Assistant

[ Mr Colorful ] 2015 - 2016

- Review job orders and determine paper specifications, quantities, production times, colors and special printing instructions
- Inspect and examine printed products for print clarity, color accuracy, conformance to specifications, and external defects.
- Monitor stocks of materials such as paper, ink, and cardboard in order to maintain supplies during equipment operation.

## SKILLS

- **Adobe Creative Suite:** Photoshop, Illustrator, InDesign, Lightroom
- **Microsoft Office:** Word, Excel, Power Point, Outlook and One Drive
- **UX, UI Responsive design:** Adobe XD, Adobe Dreamweaver and Figma
- **Motion Graphics:** After Effects , Premiere Pro and Adobe Animate
- **Web Design:** Basic HTML5, CSS, JavaScript and Webflow
- **Illustration:** Sketch, Corel Draw, Clip Studio Paint pro, Medibang Paint
- **Design Principles:** Colour, typography, layout and composition
- **Time management:** Multitasking and ability to work well under pressure
- **Communication:** Excellent written, verbal and non-verbal communication
- **OS:** Windows and Mac OS troubleshooting and Repair

## EDUCATION

### Niagara College 2017- 2020

Graphic Design Advanced Diploma  
With Honours standing

### IES Santiago Sobrequés i Vidal 2015 - 2017

General Arts and Science program  
Baccalauréat International

## COURSES

### Domestika

UI & UX and Responsive Web Design  
UX Fundamental Principles  
UI Design with Adobe XD  
Web Design with Wordpress

### Lynda

Web Design Course  
Adobe Dreamweaver CC  
Responsive Web Design

### Udemy

Motion Graphics Course  
Adobe After Effects  
Premiere Pro foundations  
Adobe Animate (HTML5 scripting)

## VOLUNTEER WORK

### Creative Supervisor - 2017

Assist and supervise the art direction of "This is The Wind." A film co-directed by Art students and film director Pere Vilà i Barceló.

### Venezuela Aid Live - Volunteer 2019

Organized and strategized logistics of the non-profit event under the sponsorship of Comfanorte.

### Niagara Peninsula Conservation Foundation (NPCF) - 2020

As a collaboration between NPCF and Niagara College, I created two different advertising and social media campaigns to raise funds for the charity.