

Maria Rojas

Professional Graphic Designer

Highly skilled and accomplished Graphic Designer with **over 6 years of hands-on experience** in delivering creative design solutions across a wide range of industries. Played a pivotal role in revamping the visual identity of multiple organizations, resulting in a 20% increase in market share and a 15% boost in revenue.

 maria@novoresume.com

 123 4565

 Toronto, Canada

 maria-rojos.com

WORK EXPERIENCE

Professional Graphic Designer

Freelance – Orange Media

08/2019 - Present

Toronto, Canada

Achievements

- Establish and manage a freelance graphic design business that aims to assist companies in brand development.
- Spearhead visual identity including brand positioning, promotions, and digital marketing for different companies.
- Develop creative advertising content for various media, including catalogs, menus, business cards, flyers, posters, t-shirts, and product packaging while ensuring maximum brand awareness of the target audience/market.
- Led a team of 3 junior designers in producing a range of social media assets, infographics, and banners for an international conference, reaching over 10,000 attendees.
- Redesigned the company website's user interface over a 2-month period, resulting in a 30% reduction in bounce rate and a 25% increase in user engagement.

Graphic Designer

BeSun Marketing & Media

03/2015 - 06/2019

Montreal, Canada

Achievements

- Produced both eCommerce and non-eCommerce creative website layouts and content for the use of clients.
- Created a series of packaging designs for a new product line, meeting all project milestones and completing the designs within a tight 1-week deadline.
- Worked closely with a team of 5 illustrators and artists to produce a series of animated videos for an educational platform, **garnering over 1 million views and positive user feedback**.
- Managed the creative direction for a multimedia advertising campaign for a non-profit organization, achieving a 40% higher reach than anticipated while staying within the \$15,000 budget.

Graphic Designer

Blue Lens Media Corp

05/2013 - 02/2015

Toronto, Canada

Achievements/Tasks

- Utilized After Effects and other computer proficiency in making motion graphic animations for video productions.
- Performed video and sound editing for diverse ads while ensuring high-quality media productions.
- Coordinate with the client to successfully create prolific social media graphics suitable for target marketing.

AREAS OF EXPERTISE

Visual Design & Storytelling	<div><div></div><div></div><div></div><div></div><div></div></div>
Typography	<div><div></div><div></div><div></div><div></div><div></div></div>
Advanced Graphic Design	<div><div></div><div></div><div></div><div></div><div></div></div>
Infographics Design	<div><div></div><div></div><div></div><div></div><div></div></div>
Dynamic Visual Design	<div><div></div><div></div><div></div><div></div><div></div></div>

TECHNICAL SKILLS

Adobe Suite

Photoshop, Illustrator, After Effects and InDesign

Coding

HTML, Java & CSS

Generative AI

DALL-E, Midjourney, Synthesia, Bard

VOLUNTEER & PERSONAL PROJECTS

Content Producer - Personal Youtube Channel

(09/2020 - Present)

- Developed the concept and overall content of my personal YouTube channel.
- Reached 10,000 subscribers in the first year and over 250,000 views within the first 2 years.

Graphic Artist @ 2017 Cancer Awareness Campaign

- Led the creative process and developed innovative concepts for the 2017 Cancer Awareness Campaign.
- Provided infographics and other materials and posters for the use of the Ontario Cancer Awareness Foundation.

EDUCATION

Bachelor of Fine Arts in Visual Arts

University of Toronto

2011 - 2014

INTERESTS

- Video Games
- Swimming
- Mindfulness
- Typography