



GRETEL ROJAS

GRAPHIC ARTIST

LANGUAGES

ENGLISH • SPANISH

SKILLS

INDESIGN • • • • •

PHOTOSHOP • • • • •

ILLUSTRATOR • • • • •

WEB DESIGN • • • • •

MICROSOFT OFFICE • • • • • •

CONTACT

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REFERENCES AVAILABLE UPON REQUEST

THANK YOU

ABOUT ME

Award winning freelance designer with experience in creating, managing and producing print and digital projects from concept to completion. I have worked closely with copywriters in developing compelling strategic branding that works for clients in both the English and Hispanic market, creating and delivering solutions that enhance clients' market value. Managed trained and oversaw a team of senior and junior designers in developing several short and long term project in order to maintain a unified look. Experience in design and advertising that translates to both print and web.

EXPERIENCE

2008-PRESENT

Associate Creative Director • PIL Creative Group Inc. • Coral gables, FL

- Conceptualization and creation of numerous projects and rebranding campaigns – print and web - for several clients.
- Responsible for formulating design concepts which maintain visual brand integrity in the execution of all marketing and communications material.
- Supervised a team of designers and a web programmer in all online and printed material.

2005 - 2007

Senior Graphic Designer • PIL Creative Group Inc. • Coral gables, FL

- Creative development of all print, advertising and electronic media materials for the re-branding of several companies.
- Responsible for execution of collateral materials and advertising in their entirety from concept through manufacturing, including formulating project specifications and supervision of pre-press and color work.
- Responsible for managing team of copywriter(s) and designer(s) on individual projects, assuring the development of materials designed to fit the needs of the client's target audience.

2004 - 2005

Freelance Designer • Playalong Toys • Deerfield, FL

- Created concepts for toy packaging.

CLIENTS

- SEABOURN CRUISES
- CASA DE CAMPO
- REGENT SEVEN SEAS CRUISES
- ELEGANT HOTELS
- PLAYA HOTELS & RESORTS
- HYATT
- CUNARD CRUISE LINES
- BUPA
- MAYORS JEWELERS
- KAPLAN UNIVERSITY
- IDR - INTERNATIONAL DERMATOLOGY RESEARCH
- SILVERSEA CRUISES