

Carolina Zalles

Senior Graphic Designer

SKILLS

- Event asset / collateral design
- Branding and Identity design
- Presentation design
- Art catalogue design
- Editorial-magazine / book design
- Social media / digital marketing
- Web design and development
- Strong typography skills
- Proficient in Photoshop, Illustrator, InDesign, PowerPoint, Excel and Word
- Fully bilingual English / Spanish
- Organization and multitasking
- Administration

EDUCATION

Rhode Island School of Design (RISD)
Bachelor of Graphic Design '91

Rhode Island School of Design (RISD)
Bachelor of Fine Arts '90

Universidad Catolica de Chile
Graphic Design

Universidad Catolica del Peru
Fine Arts

CONTACT

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www.carolinazalles.com

ABOUT

- A highly creative, self-motivated graphic designer with over 15+ years of extensive experience in presentation and print design, able to execute the entire design and product development process from concept to final product.
- Strong leadership, organizational, and problem-solving skills, with the ability to manage multiple tasks and meet deadlines and time constraints. Culturally versatile and adaptable, excelling in organizational, creative problem-solving strategies and implementations.
- Proven managerial, administrative and communication skills honed by years of professional experience in the planning, design and production coordination of publications and related events. Strong problem-solving skills and ability to work under tight deadlines.
- A balanced individual with the capability of achieving concurrent tasks under demanding budget and time constraints, complemented by a solid educational foundation and a dynamic, driven, self-starter hands-on work ethic.
- Extensive experience working independently and remotely. Excellent administrative skills and task management procedures.

CURRENT WORK EXPERIENCE

Senior Graphic Designer delivering Creative Solutions as an Independent Contractor - 15+ years

Brand Identity Design and applications

- Created corporate branding for a range of industries and clients, including financial, education, corporate, entertainment, and creative think tanks.
- Designed a variety of print assets including brochures, flyers, posters, business cards, White paper presentations and other promotional materials to support the company's marketing aesthetics and communication efforts.
- List of clients upon request.

Event Graphic Design _ New Energy Events, NY

- Acted as the brand designer for a company specializing in event creation. Designed all collateral, from concept to completion, to support and complement various events and conferences organized by the company, including logos, flyers, banners, stage signs, webinars screen design, workbooks, pamphlets, agendas, online social media advertising, posters, collateral, presentations, and digital graphics for the event website.
- Applied brand guidelines to print collateral to provide additional information and marketing materials to attendees, while maintaining a cohesive and consistent visual identity throughout the event.
- Worked closely with the planning and printer team.

Editorial Design - Leila Heller Gallery, NY

- Led design efforts for an Art Gallery, overseeing the creation of art catalogues for every show, selecting images and layouts, preparing final artwork and supervising printing. Additionally, designed a hard-cover coffee table book for an artist.
- Coordinated publishing design for a bi-monthly financial magazine, and was responsible for overseeing magazine layout and production. Created page layouts, managed contracted advertising artwork, collaborated with the editor and printer, and produced pre-press materials while supervising design editing.

PAST WORK EXPERIENCE

Founder/Owner, Wireless Diseños, Caracas, Venezuela

Print, Advertising, Corporate design

Senior Designer, C-Crea Publicidad, Caracas, Venezuela

Advertising campaigns, Marketing material, Corporate identity

Designer, Jon Roll & Associates, Cambridge, Massachusetts

Environmental Graphics - Signage design for universities and hospitals

Designer, Lasater/Sumpter Design, Boston, Massachusetts

Institutional Signage Systems, Environmental Graphics, Print

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