

LISA RAMOS

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SUMMARY

Creative and detail-oriented **Graphic Designer** with over 10 years of experience delivering innovative branding, visual identity, and digital design solutions. Adept at creating cohesive visuals that align with organizational values, enhance brand recognition, and drive engagement. Skilled in project management and client collaboration, ensuring exceptional results for both digital and print media. Passionate about bringing ideas to life through impactful, well-thought-out designs.

SKILLS

- **Design Tools:** Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva
- **Design Expertise:** Branding & Visual Identity, Typography, Layout, Print & Digital Design
- **Web Skills (In Progress):** Responsive Web Design, UI/UX Design, Motion Graphics, Photo & Video Editing
- **Key Strengths:** Concept Development, Creative Thinking, Color Theory, Deadline Management
- **Work Approach:** Organized, self-motivated, and adaptable for remote collaboration

WORK EXPERIENCE

Social Media Designer

02/2024 - Present

Human Defense Initiative-Remote

- Created engaging Instagram visuals aligned with the organization's mission, increasing audience interaction and reach.
- Designed cohesive, brand-reflective graphics that enhanced online presence and visibility.
- Optimized social media content strategies to boost impressions and strengthen community involvement.

Lead Graphic Designer

01/2016 - 12/2023

LR Designs-Remote

- Consulted with over 50 clients, providing tailored branding and design solutions that increased brand visibility by 40%.
- Delivered high-quality digital and print projects, achieving a 98% client approval rate and boosting referral-based business by 35%.
- Streamlined workflows to reduce turnaround times by 25%, improving client satisfaction and retention.

Graphic Designer

04/2008 - 12/2015

GracieDesign-Remote

- Partnered with clients in healthcare, retail, and technology to develop custom designs, increasing client satisfaction by 35%.

- Designed and launched over 50 websites, enhancing user experience and driving brand engagement.
- Introduced cohesive branding strategies, strengthening client brand consistency and increasing customer retention by 20%.

LANGUAGES

- Fluent: Spanish, French
- Conversational: Italian, German, Brazilian Portuguese
- Intermediate: Russian, Greek

EDUCATION & TRAINING

Responsive Web Design
FreeCodeCamp

Google Analytics
Google Analytics Academy

UI/UX Design, Marketing, Finance, Business, AI, Data Science & Engineering
Alison

Digital Design & 3D Modeling
Udemy

Associate's, Graphic Design
Art Institute of Atlanta

PORTFOLIO

<https://lisa-ramos.neocities.org/>

<https://www.behance.net/LisaGRamos>