

LISA RAMOS

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SUMMARY

A dynamic Graphic Designer with over 10 years of expertise in crafting standout branding, visual identity, and digital design solutions. Master of Adobe Creative Suite, known for driving brand visibility and creating innovative, impactful visuals that leave a lasting impression. Bilingual in Spanish and French, offering a unique multicultural approach that enriches every project. Skilled at seamlessly managing digital and print media projects, consistently delivering exceptional results on time and within budget. Ready to elevate your brand with bold, visionary design.

SKILLS

- Adobe Creative Suite
- Canva
- Typography Skills
- Layout & Composition
- Branding & Visual Identity Design
- Print Design
- Web and Digital Design
- UI/UX Design
- Motion Graphics and Animation
- Photo & Video Editing
- Color Theory
- Creative Thinking/Concept Development
- Attention to Detail
- Time Management
- Deadline Orientation
- Problem-Solving Skills
- Teamwork and Collaboration
- Communication Skills
- Project Management
- Marketing/Advertising Principles
- Digital Illustration/Responsive Design

WORK EXPERIENCE

Social Media Designer

Human Defense Initiative

02/2024 - Present

- **Engagement:** Created visually stunning Instagram posts using Canva, driving a substantial increase in audience interaction and engagement, leading to stronger community involvement.
- **Branding:** Elevated the organization's social media presence by designing cohesive, eye-catching visuals that consistently reflected the brand's core values and identity.
- **Impact:** Strategically optimized social media designs to boost reach and impressions, resulting in a measurable increase in post visibility and overall impact across platforms.

Lead Graphic Designer

LR Designs

01/2016 - 12/2023

- **Brand Strategy & Consulting:** Consulted with over 50 clients to develop tailored branding solutions, resulting in a 40% improvement in brand visibility and customer engagement for small businesses.
- **Custom Design & Client Management:** Delivered custom digital design projects, including websites and marketing materials, with a 98% client approval rate, leading to a 35% growth in referral-based business.

- **Project Management & Workflow Optimization:** Streamlined client communication and project workflows, reducing design turnaround time by 25%, which increased project completion efficiency and improved client retention by 20%.

Graphic Designer

04/2008 - 12/2015

GracieDesign

- **Creative Design & Client Collaboration:** Partnered with 2-3 key clients across small businesses in healthcare, retail, and technology to deliver high-quality design assets, achieving a 35% increase in client satisfaction through tailored design solutions.
- **UX/UI Design & Website Development:** Collaborated closely with clients to design and launch 50+ websites, enhancing user experience and interface design, which improved brand engagement by 25%.
- **Brand Consistency & Visual Strategy:** Developed and executed a new color theory strategy that strengthened brand consistency across platforms, resulting in a 20% increase in customer retention and a more cohesive visual identity.

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/>

LANGUAGES

- Spanish (Fluent)
- French (Fluent)
- Italian (Conversational)
- German (Conversational)
- Portuguese (Conversational)
- Russian (Intermediate)
- Greek (Intermediate)