

Carolina Abreu

Graphic Designer



203-684-9058

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PROFILE

Reliable, organized, detail-oriented graphic designer with over 8 years of experience. Excellent communicator with ability to work independently and/or as a managing member.

PORTFOLIO

caroabreudesign.com

EXPERIENCE

- 2021–Present **Graphic Designer**
Prowess Consulting, Seattle, Washington (Remote) | Technology
- Yearly develop 100+ deliverables mainly in digital media. These include infographics, technical solution briefs, white papers, PowerPoint decks, animation storyboarding, social media, as well as image editing.
 - Participate in kickoff calls, as well as pitch present ideas to clients and/or internal stakeholders.
 - Managing of multiple projects at once, some with limited time frame.
 - Ensure clients' brand guidelines are properly met and used.
- 2018–2021 **Production Graphic Designer**
Barker Specialty, Cheshire, Connecticut | Promotional Products
- Assistant art director when needed. Design support to art, production, sales, and fulfillment departments as well as operate daily art department tasks.
 - Yearly develop 500+ graphic design projects including creation of vector art, logos, apparel design, booklets, marketing collateral, among other design tasks for multiple clients at a time.
- 2016–2018 **Graphic Designer | Assistant | Social Media Manager**
Elm City Coach, New Haven, Connecticut | Fitness
- Oversaw design tasks and daily operations of main social media platforms.
 - Attend marketing meetings for ideation of marketing collateral.
 - Assist with daily administrative operations & file and database documentation.
 - Consistent interaction with clients and prospects through phone and email.
- 2017 **Graphic Design Intern**
GEM Advertising, New Haven, Connecticut | Advertising
- Assist art and managing directors with design projects.
 - Assist chief strategy officer with research and database operations.

TECH SKILLS

Mastery in: Adobe Illustrator, Photoshop, and InDesign. Proficient in: After Effects, Dreamweaver, and Final Cut Pro. Microsoft PowerPoint, Word, Excel, as well as Asana and Wix platforms.

DESIGN SKILLS

Digital, print/production, and large-format design. Branding, storyboarding, digital illustration, mockup creation, photography retouching, color & design theory.

EDUCATION

- 2020 **Cornell University**
Certification
Brand Management
- 2015–2017 **Southern Connecticut State University**
Bachelor of Science
- Majored in Communication concentrating in Advertising
 - Cumulative GPA: 3.62/4.00
- 2013–2015 **Gateway Community College**
Associate of Science
- Majored in Graphic Design
 - Cumulative GPA: 3.94/4.00

LANGUAGES

Fluent Spanish and conversational French

AWARD

Lawrence E. Fitzgerald Award for Outstanding Achievement in Advertising and Promotions