

ALEX VERNAZA



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OBJECTIVE: Work as a Web/Graphic Designer in a fast-growing company which promotes innovation, competitiveness, passion and encourages its employees to drive change.



PROFESSIONAL EXPERIENCE

VIEWLIGHT USA - Marketing Manager

2018 - Present

- As marketing manager my objective is to establish a solid and creative marketing plan to drive and increase sales.
- Managed company's web development and daily maintenance through HTML(Joomla) and UI / UX design platforms.
- Designed corporate collateral materials, digital catalogs, tradeshow displays, copywriting, and product photography.
- Produced international email marketing & social media campaigns, implemented SEO logistics, and Google Analytics.

EASY SIGNS - Creative Director

2011 - 2016

- Responsible for the company's visual & web marketing strategy and their product development.
- Served as the Project Manager for all new requests and projects, including scheduling, procurement of printing medium, product costing and retail pricing.
- Managed directly the graphic design, sales, customer service and assisted the printing production department and shipping by establishing priorities and overlooking the daily operations.
- Focused on the quality control of the outgoing product and ensured it met industry standards.
- Facilitated numerous large printing projects for trade shows, business conferences, Fashion Week, Art Basel and Corporate/Residential interior decorations.
- Key contributor to the company's financial growth, 2012-2014 gross profit margin increased 30% in annual sales.

BRERA OROLOGI - Graphics Manager

2009 - 2011

- As the Head Designer of a high-end brand watch manufacturer, created domestic and international visual campaigns of their products through advertisements, catalogs, billboards, video presentations and web development designs.
- Produced all the company's magazine editorial designs for renown publications such as Vogue, GQ, Allure, Vanidades, Mari Claire, American Way, In Style, etc.
- Conceptualized and developed new product packaging and visual concepts for some of their VIP clients as Neiman Marcus, Barney's New York, resulting in an increase in retail sales >25% annually.
- Contributed to the company's email marketing and strategic planning by a seamless and effective introduction of the brand's new designs during the 2009 Grammy Awards, 2009 NBA All Star Game and so celebrity events and international venues.

DISCOUNT MUGS - Graphic Designer

2008 - 2009

- Lead Graphic Designer for mass promotional products and event planning departments.
- Conducted all the vector recreations and digital proofing at a very fast-paced working environment.
- Responsible for the logo and color separation processing for sublimation and accessory products.
- Executed all the visual identities for the company's new product line under their new branch division.

EDUCATION

Miami Dade College

AS in Graphic Design Technology

2008 - 2009

MIU of Art & Design

BFA in Visual Arts & Entertainment

2004 - 2007

TECHNICAL SKILLS

Photoshop	██████████
Illustrator	██████████
Web Design	██████████
After Effects	██████████
In Design	██████████
Copywriting	██████████
Social Media	██████████
Photography	██████████
Pre Press	██████████
Microsoft Office	██████████
Outlook Express	██████████

PERSONAL SKILLS

Creative
Bilingual
Organized
Team Player
Quality Driven
Results Oriented
Highly Motivated
Strategic Thinker
Attention to Detail