

# ANDERSON ARACENA

## GRAPHIC DESIGNER

andersonaracena.com | 317.565.3366 | adaracena@gmail.com | Kissimmee, FL

### INTRODUCTION

Highly dedicated graphic designer, who's a very proactive and motivated team player, with talent to create unique custom illustrations. With years of experience in the graphic design field building both print and digital media. Capable of balancing multiple projects while meeting deadlines, very engaging communicator, with excellent problem solving abilities and proven ability to reduce design time and work with different teams to deliver high-quality work on time and on-budget. Have successfully created a wide array of impressive visuals, from advertisements, billboards, to box designs while being able to ensure quality control across all designs.

### SKILLS

Photoshop | Illustrator | InDesign | Photoshop | Drawing Illustrations | Affinity Designer | Procreate  
Edge Animate | Premier Pro | MS Word | Excel | Fluent Speaking Spanish | Google Analytics

### EXPERIENCE

#### **Commercial Advertising Designer – Design iQ, Indianapolis, IN**

**2022 - PRESENT**

- Create complex print and web advertising for specific small to large- sized businesses using Photoshop, Illustrator, and InDesign.
- Create special sections for more high end clients, such as smaller advertising magazines, billboards, and flyers.
- Creating illustrations for a range of products (Billboards, T-shirts, Boxes, etc).
- Design logos for clients, ranging from small icons to logos for specific locations.
- Design eye-catching print, in-store, and digital advertisements to draw in customers for clients.
- Incorporate clients branding guidelines into each product, including social media content.
- Work directly with and get client feedback to ensure client satisfaction.

#### **Print/Digital Advertising Designer II – Gannett Imaging and Ad Design Center, Indianapolis, IN**

**2017 - 2022**

- Create print and web advertising for small- and medium- sized businesses, including both animated and static ads using Photoshop, Illustrator, and Edge Animate.
- Design eye-catching motion graphics to draw in viewership and clicks.
- Incorporate clients branding guidelines into each product, including social media content.
- Work with ad representatives to respond to client feedback and ensure client satisfaction.
- Translate customer provided text for certain Spanish print and digital publications

#### **Print Advertising Designer II – Gannett Imaging and Ad Design Center, Indianapolis, IN**

**2010 - 2017**

- Create print advertising for Gannett owned newspapers using InDesign, Photoshop, Illustrator.
- Translate customer provided text for certain Spanish print and digital publications.
- Create special sections for more high end clients, such as smaller advertising magazines.
- Design eye-catching advertisements to draw in customers for clients.
- Incorporate clients branding guidelines into each product, including social media content.
- Work with ad representatives to respond to client feedback and ensure client satisfaction.

### EDUCATION

#### **Associates In Graphic Design – International Business College**

**2009 - 2011**

Director's list, GPA 3.99 (Top 10% in Class) |

#### **Pike High School - Class of '09**

**Secondary Education**

References available upon request

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## REFERENCES:

### **Pablo Andres Andrade**

Sales

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317.518.9816

### **Stephen Williams**

Training and Development Coach

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### **Jacqueline Saravia**

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