

Diego Vasquez

Miami, FL

(786) 290-3952

Diego.vasquez004@mymdc.net

[Personal Website](#)

<https://www.linkedin.com/in/diego-vasquez-449129160/>

PROFESSIONAL SUMMARY

Specialist in Graphic Design and UX/UI/CX/App Dev based in South Florida with an extensive background in digital and neuromarketing, to create meaningful products for B2C and B2B clients. Empathic and human-centered design approach, driven by biometric data helps companies achieve their objectives and benefit their customers.

WORK EXPERIENCE

Design Consultant UX/UI/CX (Contract)

Venus Windows & Doors, Miami, FL

January 2023 – April 2023

- Conducted thorough market research and analysis, leveraging a diverse skill set including Graphic Design, Photography, and Drawing, to identify new market opportunities.
- Utilized expertise in the Full Adobe Suite of Products, HTML, and JavaScript to successfully complete project milestones on time and within budget.
- Documented detailed project requirements, specifications, and user stories, drawing on proficiency in MS Office and Figma, to guide development efforts effectively.

Freelance Graphic Designer

Freelance, Miami, FL

2021 – 2023

- Leveraged a diverse creative skill set including Ceramics, Sculpture, and Printmaking to develop compelling advertising content for various media, including flyers, business cards, and posters.
- Applied knowledge of Branding and Layout Design to conceptualize and execute logo design and brand identity.
- Demonstrated proficiency in the Full Adobe Suite of Products to create designs, concepts, and sample layouts, showcasing a strong understanding of esthetic design concepts.

Graphic Designer/Desktop Publisher

Steinway Concert Series at St. Hugh Catholic Church, Miami, FL

2018-2021

- Utilized expertise in Printmaking and Design to design and publish an e-blast advertisement sent out to the congregation, promoting the Steinway Concert Series at local churches.
- Consistently met design and printing deadlines with limited revisions, reflecting efficient project management skills.
- Demonstrated proficiency in WordPress and HTML to update website information and create a visually appealing landing page flyer for the concerts.

Graphic Designer/ Data Entry/ Product Photographer

PowerMower, Miami, FL

2020 - 2020

- Applied a diverse skill set including Photography and Photo Manipulation to perform market research on competitor brands and pricing, contributing to effective company branding and pricing strategies.
- Enhanced product images on the website using Photoshop, showcasing proficiency in the Adobe Suite of Products, and created new web listings for merchandise images.
- Implemented more efficient methods for data entries, reducing cost and time, and integrated 3rd party company's products using Channel Advisor and Lizzy CRM.

Graphic Designer/Product Photographer

XPdent.corp, Miami, FL

2019 - 2019

- Demonstrated a keen understanding of marketing principles by analyzing, conceptualizing, and implementing monthly sales events.
- Applied knowledge of Graphic Design and Photography to design calendars, labels, and marketing materials.
- Leveraged proficiency in Product Photography and Editing to photograph, edit, post, and manage all product-related art on the website, enhancing the overall customer experience.