DAVID GUZMAN

GRAPHIC/WEB DESIGNER

I am a dedicated and experienced Graphic/Web Designer with a strong track record in creating innovative designs for both print and digital marketing media, as well as visually appealing, responsive, and functional websites. My expertise extends from graphic design to designing functional and visually appealing sites, including planning, modifying, and optimizing them for search engines (SEO).

I am proficient in cohesive designs, selecting the right colors, text styles, and layouts to complement each project while utilizing a variety of design tools. Additionally, I am skilled in concept development, product design, and logo creation, ensuring graphics' effectiveness across different platforms. I am a highly efficient multitasker, always looking for ways to optimize processes and achieve goals.

CONTACT ME

Location
Dallas, TX 75243

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SKILLS

- Layout Development
- New Technologies Research
- Search Engine Optimization (SEO)
- Collaboration
- Communications & Media
- Website Design
- Time Management
- Graphics Development
- Design Concepts & Review
- Visuals Conceptualization
- Design Techniques Knowledge
- Effective Communication
- Photo Editing
- Marketing and Branding

WORK HISTORY

MARKETING/WEB SPECIALIST

Mi Rancho Mexican Restaurant   **2014- Present**

- **Web Design and Maintenance:** Design and update the site, graphics, and user interfaces to ensure a consistent and visually pleasing online presence.
- **SEO Optimization:** Optimize the website graphics and content for search engines to improve search rankings and increase organic traffic.
- **Content Creation:** Create visually appealing graphics, images, and multimedia content for the site, and social media platforms.
- **Project Management:** Coordinate with the restaurant, set timelines, and manage resources to meet deadlines and deliver high-quality results.

GRAPHIC/WEB DESIGNER

TTC Brands   **2022- 2023**

- **Conceptualization:** Brainstormed and developed creative ideas for visual designs that met the client's objectives and project requirements.
- **Layout Design:** Created layouts for print and digital media, such as brochures, posters, websites, and social media graphics.
- **Web Design:** Designed user-friendly and visually appealing websites, utilizing keyword research and optimizing the site for SEO.

DIGITAL MARKETING ASSOCIATE

ReSource Pro/ILSA, Inc   **2017- 2022**

- **Content Creation:** Designed visually appealing and compelling graphics, images, and multimedia content for digital marketing campaigns.
- **Compliance:** Ensured that all digital materials complied with the business style guidelines, and other relevant regulations.
- **Video Graphics:** Made graphics, animations, and thumbnails for video content used on platforms like YouTube and social media.
- **Social Media Graphics:** Made eye-catching visuals for social media posts, stories, and advertisements to enhance engagement and drive traffic.
- **Communication:** Collaborated with cross-functional teams, including marketers, content writers, and developers, to brainstorm ideas and maintain consistency in branding and messaging.

SOFTWARE

- Adobe Creative Suite
- Affinity Designer
- Affinity Photo
- Final Cut Pro
- Figma
- WordPress
- Elementor
- Microsoft Office
- Canva/Express
- Asana/Monday
- And More ....

REFERENCES

Eloy Alvarado

Tyler Technologies:
Senior Software Support Specialist

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Lisa Miklojachak

ReSource Pro/ILSA, Inc:
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Nelson Taylor

Tony & Guy:
Digital Creator

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EDUCATION

Associate in Visual Communications/Graphic Design
Texas State Technical College - Waco, TX
August 2014 to May 2017

CORE COMPETENCIES

- **Graphic Design Software:** Adobe Photoshop, Illustrator, inDesign, Dimensions, Affinity Designer

- **Web Design and Development:** Responsive Web Design, WordPress, Figma, Adobe XD, Elementor

- **Color Theory:** Color Schemes and Palettes, Color Psychology

- **Image Editing and Optimization:** Adobe Lightroom, Image Edits, Retouching, Compression

- **Video and Animation:** After Effects, Premier Pro, Final Cut Pro

- **Content Creation:** Adobe Creative Cloud, Canva, Express, Pixlr, Prezi, WePik, Animaker

- **Search Engine Optimization (SEO):** Yoast SEO, SEMrush, Ahrefs, RankMath, AIOSEO, Google Search Console (GSC), Google Analytics

- **E-commerce Platforms:** Shopify, WooCommerce, Squarespace, Weebly, Wix, Square

- **Web Hosting and Domain Management:** Domain Registration, Renewal, and Transfer, Subdomains, Website Backup and Restore, Hostinger

- **Email Marketing Tools:** Mailchimp, Constant Contact, iContact

- **Project Management:** Monday, Asana, Trello, Hive, Clickup

- **Communication and Collaboration:** Slack, Zoom, Go To Meeting, Logmein, Microsoft Teams, Google Chat/Meet

KEY WORKPLACE SKILLS

- **Active Listening:** understanding the client's vision, preferences, and goals to create visually compelling and tailored design solution.

- **Complex Problem Solving:** finding innovative visual solutions that effectively communicate a brand's identity while addressing intricate challenges in aesthetics, user engagement, and message clarity.

- **Coordination:** seamlessly integrating diverse visual elements, fonts, and color schemes to create a harmonious and eye-catching composition.

- **Critical Thinking:** evaluate the visual impact and message effectiveness of design elements, ensuring they resonate with the target audience and achieve the desired communication goals.

- **Brand Management:** maintaining visual consistency and ensuring that every design element reinforces the brand's identity and message.

- **Multitasking:** Juggle multiple tasks and responsibilities while remaining composed and meeting deadlines.

- **Attention to detail:** ensure that every pixel and element is perfectly aligned to create visually stunning and cohesive designs.