YASMIN LEON

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Highly skilled graphic designer with 5+ years of experience in creating marketing materials, specializing in B2B marketing. Proficient in Adobe Creative Suite, with strong typography skills and understanding of color theory. Experienced in branding and identity design, with the ability to create visually appealing and functional layouts. Effective communicator and collaborator with clients and team members, with the ability to work efficiently under tight deadlines.

Experience

Marketing Design Associate   Amuza Inc, San Diego, CA   Sep 2014 - Present

- Collaborate with the marketing team to develop and execute marketing strategies and campaigns to acquire new leads, convert prospects to customers, and build brand awareness.
- Develop and create engaging marketing content, including website design, coding, eCommerce, print, social media, Google ads, print ads, convention booth design, email marketing, photography and editing, and video shooting and editing.
- Ensure the consistency of visual elements across all departments through branding standardization strategy development.
- Interact with cross-functional teams to ensure the designs align with campaign goals.
- Maintain up-to-date knowledge of marketing trends and incorporate them into designs to improve brand recognition.
- Utilize strong typography skills and understanding of color theory to create visually appealing and functional layouts.
- Use Adobe Creative Suite, including Photoshop, Illustrator, InDesign, Lightroom, and Premiere, to create visually compelling graphics.
- Manage the admin tasks for different software used by the company, including creating user access for new hires.

Graphic Artist III   Modern Postcard, San Diego CA   Sep 2005 - May 2014

- In-house design for the digital store and part of the Design Team for custom work for customers.
  Provide excellent customer service while working with clients to create designs that communicate key information clearly and effectively.
- Train new graphic artist employees and cross-departmental training to ensure new hires company-wide understand the graphic design department's responsibilities.
- Worked with customers to ensure designs were print-ready.

Skills

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere)
- Strong typography skills
- Understanding of color theory
- Experience with branding and identity design
- Ability to create visually appealing, functional layouts
- Knowledge of web design principles and practices
- Familiarity with print production processes and techniques
- Effective communication and collaboration with clients and team members
- Attention to detail and ability to work efficiently under tight deadlines
- Bilingual (English/Spanish)

Education

October 2021	**Google UX Design Professional Certificate**
2002 -2005	**Bachelor of Science in Graphic Design**
	The Art Institute of California, San Diego, President's Honor Roll