

Edgardo Diaz

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Self-taught design student, in love with new technologies and committed to enhancing my knowledge and experiences in new fields. I seek to work and strive alongside experienced individuals to grow both personally and professionally, aiming to achieve my goals.

EXPERIENCE

Digital Business Group - Digital Products Services

UI/UX & Graphic Designer - Bogota, Colombia (Remote)

09/2024 - Present

- Led the design of diverse digital products (websites, mobile apps, social media graphics) across various domains (AI, software, home automation) for numerous clients.
- Collaborated effectively with development, product, and marketing teams to ensure successful project delivery.
- Created high-fidelity design deliverables (wireframes, mockups, prototypes) using Figma to effectively communicate design concepts.
- Conducted UX audits on existing websites to identify and rectify design flaws (inconsistent typography, poor navigation, accessibility issues).

Ediciones BET - Book Publishing Company

Graphic Designer & Executive Assistant - Anzoategui, Venezuela

11/2021 - Present

- Led the design of various company assets, including the company logo and a wide range of book covers for both physical and digital formats.
- Provided comprehensive design support for book layouts, ensuring consistency and adherence to brand guidelines.
- Managed client relations through email correspondence, quote generation, and payment processing.
- Maintained financial records by creating invoices, bills, and reports.
- Performed administrative tasks to support the efficient operation of the company.

BestBet Global - Travel & Real Estate Agency

Graphic Designer & Administrative Assistant - Anzoategui, Venezuela

10/2019 - 11/2021

- Led the design of key brand assets, including the company logo and engaging social media advertising campaigns.
- Created a wide range of marketing materials such as banners, flyers, and promotional graphics to support marketing initiatives.
- Managed social media platforms and engaged with followers to build brand awareness.
- Supported client relations through written communication, customized tour package proposals, and budget management for tourism and real estate products.

EDUCATION

High School Diploma in Science

U.E. Nuestra Señora de Lourdes II, Anzoategui, Venezuela

07/2015

SKILL

Technical: Figma, HTML/CSS, Adobe InDesign, Adobe Illustrator, Canva, MS Office Suite, Google Suite

Languages: Native Spanish, C2 in English

Certifications & Training:

- EF SET English Certificate 77/100 (C2 Proficient)