



Alexander Del Sol

Senior Graphic Designer / Web Designer / Web Developer

PORTFOLIO:
www.alexdsign.com



Experienced Senior Graphic Designer and Web Developer with over 15 years of expertise in branding, multimedia, marketing, videography, web/print design. Manages entire design process in a fast-paced, collaborative environment, adept at creating engaging graphics using Adobe Suite. Additionally, I am proficient in WordPress, HTML, CSS, and JQuery.



SKILLS

- Adobe Suite: Illustrator, Photoshop, Indesign, Premier, After Effects, Adobe XD.
- Typography: Understanding of typefaces, fonts, and their usage to create visual hierarchy and improve readability.
- Branding, Corporate Identity, Attention to Detail.
- Knowledge of color combinations, harmonies, and contrasts to create appealing and effective designs.
- UI/UX design, proficiency in Figma, and experience in WordPress, HTML, and CSS.
- Social Media and SEO: Instagram, Facebook, Youtube, Google ads and Google Analytics.
- Communication: Ability to effectively communicate design concepts and ideas to clients, stakeholders, and other team members.



EDUCATION

- Bachelor's Degree Certificate in Graphic Design
Instituto Superior de Diseño (ISDI)
Havana, Cuba
- Los Angeles Trade Technical College (LATTC)
Los Angeles, CA
- Art Academy "San Alejandro"
Havana, Cuba
- Polytechnic José Antonio Echeverría (CUJAE)
Havana, Cuba



PROFESSIONAL EXPERIENCE

- 2011 ● Elite Lighting Corp.
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2023 ● Senior Graphic Designer / Web Developer
Overseeing and leading the design team in developing and executing creative concepts for various marketing materials, including print and digital advertisements, brochures, catalogs, packaging, and presentations. Creating and developing websites that are responsive and offer a user-friendly experience, while ensuring that the website structure aligns with the company's branding and business objectives.
- 2020 ● WeGrowPros
Graphic Designer / Web Developer (Freelance)
Conceptualization, design, and development of the company's website to reinforce its brand messaging and further its business objectives.
Creating engaging and visually appealing graphics for social media platforms such as Instagram, Facebook and Youtube.
- 2018 ● Spitzer Lighting Corp.
Graphic Designer / Web Developer (Freelance)
Creating and developing the company's website to strengthen its brand messaging and achieve its business goals.
- 2008 ● Cuban Ministry of Foreign Affairs (MINREX)
Graphic Designer
Creating visual concepts for various materials, such as logos, brochures, banners, flyers, posters, and product packaging.
- 2007 ● HABAGUANEX S.A.
Graphic Designer
Creating visual concepts for branding and marketing material using Adobe Illustrator, Adobe Indesign, Photoshop or InDesign. Producing and editing videos for different marketing campaigns



CONTACT

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REFERENCES

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