

DYANA CARVAJAL

SENIOR GRAPHIC DESIGNER

CONTACT

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✉️ dyanac92@gmail.com

📍 Jersey City, NJ

EDUCATION

WOOD TOBÉ-COBURN SCHOOL

Associates Degree in Graphic Design
2010 - 2012 | NEW YORK, NY

SKILLS

- Typography
- Photography
- Fluent in Spanish
- Digital Marketing
- Customer Service
- Administrative Duties
- Color matching / Sketching
- Knowledge with CAD Tools
- Proficient in Microsoft Windows
MAC Operating Systems



- Proficient in Adobe Suite Programs



- Proficient in Microsoft Office Programs



REFERENCES

Andy Birnbaum
General Devices
Marketing Director
201-523-1072

Biomar Romero
Visual Graphic Systems
Vinyl Dept Manager
646-498-5745

WORK EXPERIENCE

HUDPOST Videographer / Photographer

07/2022 - PRESENT
HUDSON COUNTY

- Design digital marketing content for social media platforms and engagement.
- Coordinate with teammates to attend events and take footage such as pictures / videos for articles or promotion. Edit videos of footage taken using Adobe Premier.
- Work along side with writers to prepare articles by interviewing guests, artists, hosts, event coordinators, business owners etc.

ARTOGRAPHY LIMITED Creative Graphic Designer

10/2021 - PRESENT
ENGLEWOOD CLIFFS, NJ

- Build and edit existing websites using WIX and Shopify platforms.
- Design logos, banners and print materials such as Catalogs and Flyers to support branding strategies.
- Manage social media platforms such as Instagram and Facebook by designing and scheduling posts.
- Use platforms such as Mailchimp and Keap to prepare email blasts.

MANHATTAN SIGNS Production / Graphic Designer

10/2019 - 03/2020
BELLEVILLE, NJ

- Weeded and masked vinyl for ADA Signage as needed / Quality control.
- Responsible for typesetting, proofreading and photo retouching layouts as needed.
- Prepare layouts and production files for clients, installers and outsource using CAD Tools.

JMS SIGNS AND AWNING Administrative / Graphic Designer

04/2019 - 07/2019
BELLEVILLE, NJ

- Weeded vinyl and applied to materials like acrylic, aluminum etc.
- Prepared custom designs and production files for clients and installers.
- Prepare and deliver building department forms for signage to be worked on.
- Followed up with clients on most recent designs / Answered office phone and emails.
- Purchased and maintained office supply inventory / Prepared monthly reports of expenses and income.

GENERAL DEVICES Graphic Design Coordinator

06/2018 - 04/2019
RIDGEFIELD, NJ

- Re-designed and managed marketing materials.
- Work to improve the companies overall visual identity.
- Collaborated with the sales and writing team as needed for specific project objectives.
- Designed branded content for trade shows, social media, flyers, website banners and newsletters.

ESSENTIAL GROUP Graphic Designer

10/2016 - 9/2017
TOTOWA, NJ

- Building and editing existing websites using WIX and Squarespace platforms.
- Consulted with clients on the most appropriate designs based on their overall marketing goals.
- Developed numerous marketing programs (logos, brochures, newsletters, infographics, menus and advertisements) for social media and websites.

VISUAL GRAPHIC SYSTEMS Graphic / Production Designer

02/2012 - 06/2016
CARLSTADT, NJ

- Prepared digital files for printing.
- Prepared editable Order Forms for the Web.
- Created Assembly drawings for production floor.
- Responsible for typesetting, proofreading, photo retouching and color matching.
- Collaborated with other designers of VGS in preparing files to assure customer satisfaction.
- Designed custom flyers, menus, posters, banners etc, for companies, schools and businesses.
- Handled full color HP Designjet and HP Latex Printers, loading and unloading 48-60" rolls of media.
- Managed a daily status report, assuring projects assigned to me were in production and shipped out.