

DYANA CARVAJAL

SENIOR GRAPHIC DESIGNER DIGITAL MARKETING ART DIRECTOR

CONTACT

☎ 201-282-7973
✉ dyanagraphics@gmail.com
📍 Charlotte, NC
📷 @dyanagraphics

SKILLS + SOFTWARE TOOLS

- Typography / Photography
- Photo Editing
- Customer Service
- Administrative Duties
- Color Matching / Sketching
- Social Media Management
- Responsive Web Design
- Content Creation
- Team / Project Management
- Copywriting
- Website Maintenance
- Knowledge with CAD Tools
- Buffer | Hootsuite | Later
- Quickbooks
- Canva
- Adobe Creative Suite



- Microsoft Office



- Microsoft Windows and MAC Operating Systems



- Video Editing Software



REFERENCES

Roger Maggio - 201-841-3333
CEO / Founder - Artography

Chris Baurserman - 570-212-0188
Graphic Design Manager - PDQ

Andy Birnbaum - 201-523-1072
Marketing Director - General Devices

EXECUTIVE SUMMARY

Creative and results-driven senior graphic design professional with over a decade of experience in print production, branding, social media content, website design, photography, videography, and client-focused project management. Skilled in managing projects from concept to completion, including estimates, site surveys, client communication, design development, production coordination, and final delivery. Experienced in designing for universities, schools, corporate clients, small businesses, entrepreneurs, and community-based organizations. I bring a highly creative eye, strong attention to detail, bilingual communication skills, and a collaborative approach to every project, with a focus on creating polished, strategic, and visually impactful design solutions.

PORTFOLIO LINK

dyanagraphics.com/portfolio

EDUCATION

DEVRY UNIVERSITY

Bachelor's Degree in Multimedia Design

2009 - 2014
NEW YORK, NY

LANGUAGES

Fluent in Spanish

WORK EXPERIENCE

ALPHA GRAPHICS Print Project Manager / Designer

- Work closely with sales representatives to review project details, support client needs.
- Conduct site surveys to gather measurements, assess installation needs, and confirm production details.
- Design and revise signage, wall graphics, banners, displays, posters, and branded marketing materials for schools, universities, and business clients.
- Prepare estimates, quotes, and project scopes while ensuring accurate pricing, timelines, materials and production requirements.
- Review artwork, proofs, measurements, colors, materials, and file specifications to ensure print-ready accuracy and brand consistency.

03/2026 - PRESENT
CHARLOTTE, NC

PDQ PRINT CENTER E-Commerce Specialist / Graphic Design

- Provide responsive customer service and manage client expectations.
- Collaborate with clients to deliver tailored design solutions.
- Create digital marketing assets, including email templates and blog content.
- Assist with design and prepress for custom print projects like cigar bands and collateral.
- Use basic HTML and CSS to update and troubleshoot site elements.
- Manage, maintain, and redesign website content for a seamless user experience and brand consistency.

11/2024 - 12/2025
TAYLOR, PA

DIAMOND HUT JEWELERS Social Media Marketing Manager

- Foster a positive online community, actively engaging with followers and addressing customer inquiries.
- Develop and execute comprehensive content plans, emphasizing visual storytelling to meet marketing objectives.
- Successfully grew social media presence, resulting in increased traffic and brand visibility.
- Create and curate visually compelling content, focusing on photography and editing to align with current trends and audience preferences.
- Analyze social media performance metrics to optimize strategies, drive engagement, and increase traffic across platforms.

11/2023 - 03/2026
JERSEY CITY, NJ

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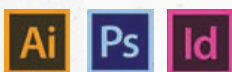
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HUDPOST Videographer / Photographer / Event Organizer

07/2022 - 01/2024
HUDSON COUNTY, NJ

- Design dynamic digital marketing content tailored for social media engagement.
- Collaborate with writers and editors to produce compelling multimedia articles.
- Coordinate event coverage, capturing high-quality footage for promotional and editorial purposes.

TRIBECA CABINETRY Marketing Director / Graphic Designer

02/2023 - 10/2023
SADDLE BROOK, NJ

- Develop and implement social media strategies to enhance brand visibility, engagement, and lead generation.
- Lead the creation of visually appealing catalogs, banners, and promotional assets across digital and print platforms.
- Write persuasive copy for social media and email campaigns, leveraging CRM insights for targeted marketing efforts.

ARTOGRAPHY LIMITED Creative Graphic Designer

10/2021 - 02/2023
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 to prepare email blasts.

MANHATTAN SIGNS Production / Graphic Designer

10/2019 - 03/2020
BELLEVILLE, NJ

- Prepared files for printing and cutting, ensuring high-quality output.
- Handled vinyl weeding and masking for ADA signage.
- Performed typesetting, proofreading, and photo retouching tasks.
- Created layouts and production files using CAD tools for clients, installers, and outsourcing.

JMS SIGNS AND AWNING Administrative / Graphic Designer

04/2019 - 07/2019
BELLEVILLE, NJ

- Prepared custom designs and production files for clients and installers.
- Managed office tasks, including answering phones, emails, and maintaining supply inventory.
- Generated monthly financial reports and assisted with preparing proposals, estimates, and City Hall permits.

GENERAL DEVICES Graphic Design Coordinator

06/2018 - 04/2019
RIDGEFIELD, NJ

- Enhanced the company's visual identity by redesigning and managing marketing materials.
- Designed branded content for trade shows, social media, email campaigns, flyers, and websites.
- Collaborated with the sales and writing teams to achieve specific project objectives.

ESSENTIAL GROUP Graphic Designer

10/2016 - 9/2017
TOTOWA, NJ

- Developed and edited websites using WIX and Squarespace platforms.
- Designed marketing materials including logos, brochures, newsletters, and advertisements.
- Consulted with clients to create designs aligned with their marketing goals.
- Implemented and managed social media campaigns, driving measurable engagement.

VISUAL GRAPHIC SYSTEMS Graphic / Production Designer

02/2012 - 06/2016
CARLSTADT, NJ

- Prepared digital files for printing and created editable order forms for the web.
- Designed custom flyers, menus, posters, and banners for a variety of businesses.
- Managed HP Designjet and HP Latex printers, ensuring efficient project workflow.
- Collaborated with designers to ensure client satisfaction, handling tasks such as typesetting, photo retouching, and color matching.