

JESSE RIVERA

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OBJECTIVE

To meet clients' design needs with a well-planned brand strategy that includes functional and emotional benefits.

EDUCATION / SKILLS

- University of Central Florida Orlando, FL • Bachelor of Studio Art, 2011 • Major: Graphic Design
- Bilingual
 - Proficient Programs • Adobe Photoshop, Illustrator, InDesign and Microsoft Office
 - Platforms- Mac/PC
 - Digital Printers • Xerox dual color 242-252-260, Canon ir5000, Sharp mx-2700N
 - Able to sketch and draw on paper and with digital tools

PROFESSIONAL EXPERIENCE

Graphic Designer / Typesetter, MinuteMan Press, February 2012 – August 2012

- Conceptualized brand identities for entertainment, consumer and retail clients
- Used and maintained the latest printing hardware for printing both large and small design
- Provided excellent customer service

Graphic Designer Specialist, Vitamin C Communications, May 2011 – February 2012

- Analyzed client branding needs and criteria for concept development, translation of concept into design
- Targeted designs for specific audiences / consumers
- Completed designs for brand identity and promotional material including logos, event flyers, posters, business cards, web banners etc.
Clients included premier nightclubs, restaurants, and hotels such as Blue Martini, Mansion, Shore Club, Mondrian, Ritz Carlton

Designer, Advertising Agency, DDB, Puerto Rico May 2009 - August 2009 / May 2010- August 2010

- Worked with account advertising team to provide design support for promotional campaigns
- Responsible for multiple projects and time lines. Duties included image scanning editing, color correction, manipulation, masking, restoration and proofing

ACHIEVEMENTS

- Dean's List recipient at the University of Central Florida
- Graduated with a 3.14/4.00 GPA from the University of Central Florida