

victoriacano

CONTACT

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victoriacano.com

SKILLS

Art direction, UX/UI design, responsive web design, design consulting, prototyping, animation, B2B, branding & identity, advertisement.

SOFTWARE

Adobe InDesign, Illustrator, Photoshop, After Effects, XD, Figma, Sketch, Canva, ChatGPT.

LANGUAGES

Spanish, English - Fluent

EDUCATION

BFA, Graphic Design
Escuela de Artes Plásticas de Puerto Rico

CERTIFICATIONS

Brand Identity and Strategy
IE Business School

UI/UX Design Specialization
California Institute of the Arts

Senior Designer focused on delivering compelling and innovative design solutions with proficiency in print and digital design, employing art direction, branding, and multidisciplinary graphic design while collaborating with cross-functional teams to meet deadlines. Experienced in ideating rapid design concepts and transforming them from wireframes to visually-rich interfaces. Seeking to consult to develop comprehensive action plans that integrate end-to-end art direction using KPIs and innovation as north stars.

EXPERIENCE

May 2010 - Present **Senior UX/UI | Web | Graphic Designer & Consultant**
Freelance - Remote

Focused on delivering captivating and innovative design solutions by conceptualizing and executing design projects across diverse mediums, using expertise in typography, layout, and branding to exceed client expectations. Collaborating with clients to develop comprehensive, customized strategies that integrate brand identity principles with end-to-end art direction, guided by key performance indicators and innovation.

Dec 2020 - Jun 2023 **Sr Digital Designer**
ALSAC/St. Jude Children's Research Hospital - Remote

Employed art direction, branding, responsive UI design, and rapid prototyping skills to create client-facing and corporate designs for landing pages, animations, graphics, and presentations. Supported diverse teams and researched emerging technologies to include on business proposals. Ideated solutions and transformed each from wireframes to MVP.

May 2019 - Dec 2021 **Visual Designer**
Sublime Media - Remote

Created user interaction and layout design for instructor-led and online learning courses using existing branding guidelines for corporate clients.

Oct 2018 - Apr 2019 **Web Designer**
BrandLink Media - Edmond, Oklahoma

Facilitated web UI design for local vendors, featuring CSS animations.

Jun 2017 - Oct 2018 **Lead Web & Graphic Designer**
High Five Media Group - Oklahoma City, Oklahoma

Crafted and managed web design, branding, ads, and social media graphics for local businesses. Trained, mentored, and managed interns' workflow.

2017 - 2018 **Motion Graphics Designer - Digital Generator - Remote**

2014 - 2015 **Graphic Designer & Traffic Manager - NotiCel - Puerto Rico**

2010 - 2013 **Graphic Designer - Wireless Idea Corp - Puerto Rico**

CONSULTING

May 2023 - Present **Senior Design Consultant**
Say When Design Studio - Oklahoma City, Oklahoma

Employed extensive experience in overall design strategy to direct projects to cohesive and impactful solutions. Collaborated and partnered with clients to develop comprehensive and tailored action plans that integrate brand identity principles with conception-to-completion art direction principles using KPIs and innovation as milestone goals.