

Ricardo Maduro

Graphic Designer

Contact

3772 Avensong Village Cir
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Education

Graphic Designer
ProDiseño – Caracas, Venezuela

Key Skills

Adobe Creative Suite
Project Management
Microsoft Office
Autodesk 3DS Max
Teamwork
Problem-solving
Word Press
Sales Associate
Image Editing
Branding and Identity

Languages

English
Spanish

Objective

As a Creative Designer, I am dedicated to assisting clients in expressing ideas, showcasing value, and addressing communication challenges. In my role as a Senior Graphic Designer and design team manager, I aim to cultivate a positive work environment through effective communication, goal establishment, collaboration, and performance monitoring.

Experience

October 2021 - Present

Senior Graphic Designer • Mattress Safe, Inc.

As part of the marketing team, I create appealing marketing campaigns to attract our target audience. I manage the company's graphic resources, keep them updated and accessible using Microsoft 365 SharePoint, and ensure adherence to branding standards. As the graphic design team's manager, I oversee the design of corporate images, printed materials, and digital assets. A critical component of my role includes orchestrating and supervising photoshoots for various product lines and conducting all image editing tasks. An integral part of my duties also encompasses the design and upkeep of accessible and engaging company web pages on platforms such as Big Commerce shopping cart and WordPress. I work closely with the development team to augment the aesthetics and functionality of these pages, thereby driving sales.

October 2016 - Present

Senior Graphic Designer • RckMad Design (Freelance)

As a Graphic Designer, my role is to bring ideas to life through visually stunning and captivating designs. I work with clients to understand their brand, target audience, and marketing goals to create designs that effectively communicate their message and resonate with their audience.

From designing logos and business cards to creating website layouts and social media assets, I use a combination of creative vision and technical skills to produce high-quality designs that stand out from the

crowd. I am skilled in various design software and always stay up to date with the latest design trends and techniques.

My job is not just about creating beautiful designs but also about solving problems and meeting client needs. I work closely with clients to understand their vision, provide guidance, and ensure their design needs are met within time and budget constraints.

March 2017 -October 2021

Graphic Designer / Associate • Twisted Spokes Bicycles

As the Graphic Designer, I managed marketing campaigns, and social media posts, designed web banners, in-store signs, and promotional flyers. I also maintained our website, ensuring updated information. As a Sales Associate, I boosted sales by 45% in the first year and managed store operations. Throughout the pandemic, I oversaw shop operations, ensuring we remained open and safe for customers looking to purchase or service their bicycles. I introduced procedures to handle a surge in repair requests, ensuring a turnaround time of less than three days per repair.

January 1991 – September 2016

CDF / Co-Founder • Animations Icons – Animaciones Iconos

Caracas, Venezuela

As the Chief Design Officer of a leading agency since 1991, I used innovative web design and digital media strategies, including video editing and animation. Over two decades, I guided the company to reach \$2 million in revenue, maintaining 14 concurrent clients. My leadership included creative direction, operations, policy making, client relations, sales, marketing, and budgeting. My business partner and I set revenue goals, managed clients, and steered business development, acquiring over 32 clients in the first two years.

Leadership

Led a team to surpass sales targets, maintaining the execution time and budget to high customer satisfaction.

References

Available upon request.