Barney Alexander Rugama Paredes

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SENIOR GRAPHIC DESIGNER

As a Senior Graphic Designer, I possess a wealth of experience accumulated over 15 years, working in esteemed Ad Agencies, Brand studios, and remote positions for US-based digital marketing studios. My expertise lies in problem-solving, creativity, and meticulous attention to detail, with a strong focus on Branding, basic UX, and creating visually engaging graphics for both print and digital media. I am proactive and a team player, demonstrating a deep sense of responsibility and ownership for my projects. Continuously seeking improvement, I am eager to learn from emerging trends and diverse cultures.

TECHNICAL SKILLS

- Proficient designing for Print, Web & Digital presentations
- Proficient with Photoshop, Illustrator & InDesign
- Proficient in Branding and Visual Identity
- Proficient in WordPress, Figma, and Elementor
- Basic knowledge of After Effects

SOFT SKILLS

- Creativity
- Communication
- Attention to Detail
- Adaptability
- Problem-solving
- Time Management

RELEVANT EXPERIENCE

Lead Gen Direct. Austin, TX. USA | May 2017 – Actual Job *Remote Role
As a Senior Designer at Lead Gen Direct, I specialize in providing responsive website design solutions for dentist practices. Additionally, I handle logo design, Ad-video editions, and the development of social media and print assets as needed, ensuring a cohesive and impactful brand presence.

Integrated Creative Company. USA | June 2022 – July 2023 *Remote Role
As a Senior Designer at ICC, I lead responsive web design projects using WordPress, Elementor, and Figma. My focus is on crafting visually compelling and user-friendly websites for diverse industries, including law firms, health, nutrition shops, and more, based in Alabama.

Hornethead. Managua, Nicaragua | April 2016 – April 2017
I provided leadership to a talented team of designers, overseeing the creation of premium brands while also supporting the CEO & Art Director with project and team management.

Carlos Cuadra Cardenal Publicidad. Managua, Nicaragua | September 2015 – March 2016
As Senior Designer, I exceeded expectations when initially hired as a Graphic Designer, demonstrating exceptional skills in creating retail ads, catalogs, and promotional campaigns.

ALEGRE TV. Portland, Or. USA | December 2011 – July 2012 *Remote Job
As Senior Designer, I successfully refreshed the brand, layout, and style of a Latin-American magazine in Portland, resulting in increased sales and a revitalized image for the publication.

IDENTIFY BDA. Mississauga, ON. Canada | November 2010 – June 2011 *Part Time Remote Job
As a part-time Freelance Graphic Designer for IDENTIFY BDA, I successfully designed logos and print assets for the Muslim culture, overcoming the learning curve and receiving compliments for my work.

HUELLA PUBLICIDAD. Managua, Nicaragua | September 2007 – November 2011
Starting as an intern designer, I progressed to become the Art Director at Huella Publicidad, honing solid skills in graphic design, project management, and leadership. Throughout my journey, I gained valuable experience in crafting impactful design solutions and successfully leading creative projects.

EDUCATION

College Degree in Graphic Design
Universidad del Valle. Managua, Nicaragua

CERTIFICATIONS

Become a UX Designer from Scratch - FEB2023