

LEO CEPEDA

GRAPHIC DESIGNER ARTIST

Address 5927 Glasgow Way, Tamarac FL 33321

website www.leocepeda.com

email hi@leocepeda.com

Mobile +1 (954) 410.9983

Who I am

I am a Graphic/web designer in fort Lauderdale Florida. Design has been my professional focus for the last 15 years with experience in industries such as hotel & tourism, magazine publishing, and dietary supplements. I always keep abreast with the latest trends, tips and technology. I have proven skills designing logos, print, corporate collateral such as letterheads, business cards, brochures, flyer templates websites, and more. I strive to always do my best creating a unique design for each project.

Explore my [portfolio](#) and if you need a graphic designer artist, I will be glad to help your business grow. So do not hesitate to [contact me](#).

Skills Software

- Adobe Creative Suite CC
- Office
- Sketch
- Affinity Photo
- Affinity Designer

Education

Communication Producer

October 1999

- Col. Americano de Fotografía y Publicidad -
(Photo art academy) www.caf.edu.mx, www.photoartacademy.org

Graphic Designer

October 1999

- Col. Americano de Fotografía y Publicidad -
(Photo art academy) www.caf.edu.mx, www.photoartacademy.org

Professional Photographer

September 1998

- Col. Americano de Fotografía y Publicidad -
(Photo art academy) www.caf.edu.mx, www.photoartacademy.org

Work Experience

February 2017 - Present

Sr. Graphic Designer

Tuuci Inc.

- Create marketing materials such as catalogs, product specification sheets, brochures, teasers and presentations
- Coordinate projects with the marketing team and vendors.
- Create designs, concepts and sample layouts
- Determine size and arrangements of illustrative material and copy and select style and size type
- Use design software to generate new images, logos, web ready images
- Manage workflow and processes with multiple outside printing and production vendors
- Maintain a detailed archive of images and photos of all products (old & new)

April 2010 - February 2017

Graphic Designer Manager - Label and Packaging expert
Wellnext (formerly Natures Products, Inc.)

- Expert in packaging and labeling for Private & Controlled labels from creation to execution
- Create marketing materials such as product specification sheets, brochures and presentations
- Coordinate project with printers, review labels and other marketing materials
- Create designs, concepts and sample layouts
- Determine size and arrangements of illustrative material and copy and select style and size type
- Use design software to generate new images, logos, web ready images
- Manage workflow and processes with multiple outside printing and production vendors
- Maintain a detailed archive of images and photos of all products (old & new)

August 2007 - Present

Graphic Artist - Branding Maker / freelance

- Graphic design for logotypes (corporate identity)
- Graphic design for print materials and websites
- Create designs, concepts and sample layouts
- Determine size and arrangements of illustrative material and copy and select style and size type
- Create basic flash banners and e-mail blasts
- Manage workflow and processes with multiple outside printing and production vendors
- Maintain a detailed archive of images and photos of all products (old & new)

Jan 2011 - April 2011

Art Director

Rand Internet Marketing

- Art Direction for the different campaigns of clients
- Graphic design for print materials (flyers, brochures, magazine ads, billboards, newspaper)
- Create designs, concepts and sample layouts
- Determine size and arrangements of illustrative material and copy and select style and size type
- Manage workflow and processes with multiple outside printing and production vendors

Jan 2008 - Jan 2009

Art Director

KommuniK Advertising

- Art Direction for the different campaigns of clients
- Graphic design for print materials (flyers, brochures, magazine ads, billboards, newspaper)
- Create designs, concepts and sample layouts
- Determine size and arrangements of illustrative material and copy and select style and size type
- Manage workflow and processes with multiple outside printing and production vendors

Feb 1999 - Jan 2008

Art / Creative Director

DGMC Advertising

- Art Direction for the different campaigns of clients
- Graphic design for print materials (flyers, brochures, magazine ads, billboards, newspaper)
- Create designs, concepts and sample layouts
- Determine size and arrangements of illustrative material and copy and select style and size type