

LEO CEPEDA

Graphic Designer Artist | Brand Expert | Package Designer



Phone
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Portfolio
leocepeda.com

Address

Hialeah, FL 33018

Who I Am

I am a **Creative Graphic Designer** based in Miami Florida area. Design has been my professional focus for the last 15 years, with experience in industries such as hospitality & tourism, magazine publishing, and dietary supplements. I always keep abreast with the latest trends, tips and technology. I have proven skills in branding, logos, print (corporate collateral such as letterheads, business cards, brochures, flyers and catalogs), digital, 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 and/or to be an important asset to your company.

Work Experience

2017 - 2020
TUUCI, LLC
Miami

Sr. Graphic Designer

- Successfully translated creative request briefs into concrete design for marketing promotional materials such as catalogs, sell sheets, brochures, teasers, sales collateral and presentations
- Recognized for creating design concepts, sample layouts themes and graphics for marketing and sales presentations based on the brand guidelines
- Contributed to a good cost reduction by coordinating efforts with other members in the marketing team, production vendors and outside printers.
- Maintained and keep well organized a detailed and clean archive of images and files of all products via an online DAM system (Bynder)
- Received constant positive input from sales team for developing fresh and innovative ideas and design assets for their successful workflow

2010 - 2017
NUTRANEXT
Sunrise, Fl.

Graphic Designer Manager

- Successfully manage and coordinate printed and digital graphic design projects from concept through completion
- Work closely with all brands to create vision, conceive designs, and consistently meet deadlines and requirements
- Effectively build, motivate, and direct a creative design team
- Expertly create and design packaging and labeling for private & controlled labels from creation to execution
- Contributed to a good cost reduction by coordinating efforts with other members in the marketing team, production vendors and outside printers.
- Maintained and keep well organized a detailed and clean archive of images and files of all products via an online DAM system (Hubcentrix)
- Consistently recognized for fresh and innovative ideas and applications

Work Experience

Continued

2011 - 2011

RAND INTERNET
MARKETING

Fort Lauderdale, Fl.

Art Director

- Effectively created new campaigns, design themes and collateral materials for different clients
- Collaborated with creative team to design and produce computer generated artwork for marketing and promotional materials
- Participated in production of print and promotional items for key clients in collaboration with the creative director.

Education

Communication Producer | Graphic Designer | Photographer

Col. Americano de Fotografia y Publicidad -

(Photo Art Academy) www.caf.edu.mx, photoartacademy.org

Skills

Creativity



Communication



Typography



Time Management



Creative Suite



Problem Solving



Marketing



Print



Digital



Social Media



Wordpress



Software



Interests



Cycling



Travelling



Music



Movies



Photography

References

Marlene Clish

CMO / TUUCI

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MBA / OceanBlue

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