

DAYANA IBARRA

VISUAL DESIGNER

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WORK EXPERIENCES

Giant Containers Inc, Miami
July 2022 - October 2022

Design Manager

Responsible for creating and repositioning the brand through in-depth strategy development, brand awareness campaigns, email campaigns web development, and digital design. Determining best practices through UX/UI research, creating robust UX guidelines, and negotiating the scope of work with the product agency. Overseeing and leading design meetings and providing continual analysis to optimize brand, and marketing strategies.

The Digital Marketing Studio,
Remote
January 2020 - July 2022

Graphic Design Lead

Responsible from A to Z for the design and development of web pages of varying builds (including Wordpress), email campaigns, overall branding, copywriting, graphics (including animations and gifs), as well as other visual deliverables as required for clients. Acted as lead as well as bridge between the design team and the developer due to expertise in code. Collaborated and met with online design and marketing team and clients on one on one and group sessions in order to create the look and feel of each design as required by the client. Supervised the design and layout of visual deliverables. Assisted in development of in-house CRM software for the agency. Used email campaign strategies to significantly scale revenue and growth.

Coral Gables Museum, Miami
August 2018 - December 2019

Lead Graphic Designer

Created original and exciting advertisements, newsletters, & brochures for print and social media that resonate with users, updating and redesigning Wordpress website to promote new events and exhibits. Provided rebranding to the Museum that lead to significant enough that it lead to large growth in visitors and consequently growth in funding. Checked over all deliverables by designers in the pre-print process. Designed products, packaging and exhibits as well as photographed them. Restored historical photographs for exhibit.

Freelance, Miami & Remote
June 2016 - Present

Freelance Designer

Clients include companies and individuals such as Wells Fargo, Miami Herald, MeetNikki, and Miami New Times in various capacities using design.

TECHNICAL PROFICIENCY

- Adobe CC Suite
- HTML & CSS
- Wordpress
- FIGMA & SKETCH
- ZBRUSH
- Email CRMs
- Website Design
- Wireframing
- Workflows
- UX / UI Design
- 3D Design
- Illustration

EDUCATION

Florida International University (BFA) Bachelors of Fine Arts, Graphic Design
2022

Miami Dade College Associates of Arts, Biology
2019