

DAYANA IBARRA

DESIGNER

Miami, FL
786.712.1735
dayanagibarra@gmail.com
dayanaibarra.com

EDUCATION

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

Miami Dade College Associates of Arts, Biology
2019

WORK EXPERIENCES

CAS Automotive, Miami
December 2022 - Present

Visual Designer

Leads all aspects to effectively communicate conceptual ideas, design rationale, and the specifics of user-centered design processes. Creates holistic design solutions that address business, brand, and user requirements while working with product developers and stakeholders to deliver final products. Prepares wireframes/concepts and designs user experiences for websites, applications, and various other user interfaces. Research new software, design concepts, UX variables, and product feedback before iterating as needed. Designs all company visual assets from UX / UI to web to branding and advertising. Ensures the company's brand is consistently represented throughout all projects.

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 and ad campaign strategies to significantly scale revenue and growth.

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WORK EXPERIENCES

Coral Gables Museum, Miami
August 2018 - December 2019

Lead Graphic Designer

Day to day activities included creating 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, as well as designing new app UI to make guest experiences more interactive. Also to check over all printed materials by other designers in the pre-print process. Restoring historical photographs, photographing exhibits as well as products, and exhibit design are also among occasional duties.

Freelance, Miami & Remote
June 2016 - Present

Freelance Designer

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

TECHNICAL PROFICIENCY

- Adobe CC Creative
- HTML & CSS
- Wordpress
- FIGMA & SKETCH
- ZBRUSH
- CINEMA 4D
- Website Design
- Wireframing
- Workflows
- UX / UI Design
- 3D Design
- Illustration