

Leo Cepeda

Graphic Artist Designer

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Sunrise, FL 33323
website www.yolemex.com
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Phone +1 (954) 642.8791
Mobile +1 (954) 410.9983

Who I am

I am a Graphic/web designer in fort lauderdale florida. Designing has been my professional focus from last 12 years with experience in graphic/web design and art direction in some of industries, staying updated with latest trends and technologies. I have proven skills in the fields of designing website, logo, print , graphic marketing promotion such as letterheads, business cards, brochures, flyer templates and more. I do all my best having an original style for every project i do. Enjoy exploring my porfolio and if you need a designer I'll be glad helping your business to grow, so don't hesitate and feel free to contact me.

Education

Communication Producer

• Col. Americano de Fotografía y Publicidad - October 1999
(Photo art academy) www.caf.edu.mx, www.photoartacademy.org

Graphic Designer

• Co. Americano de Fotografía y Publicidad - October 1999
(Photo art academy) www.caf.edu.mx, www.photoartacademy.org

Professional Photographer

• Col. Americano de Fotografía y Publicidad - September 1998
(Photo art academy) www.caf.edu.mx, www.photoartacademy.org

Skills

I closely follow new trends, today's technology and effectively implement fresh ideas and novel approaches. Whether you want to get online or print for the first time or update what you currently have, I have the tools and resources you need.

Software

- Creative Suite CS3, CS4, CS5
- Corel Draw11
- iWork 09
- Office 2008, 2011
- Final Cut (Some Knowledge)
- Cakewalk (Sonar) (Some Knowledge)



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Work Experience

Graphic Designer Coordinator, Natures Products, Inc.

(April 2010 - Present)

- 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, photo's or previous products.

Graphic Artist, y ole! graphic Artists

(August 2007 - Present)

- 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, photo's or previous products.

Art Director, KommuniK Advertising

(Jan 2008 - Jan 2009)

- 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

Art / Creative Director, DGMC Advertising

(Feb 1999 - Jan 2008)

- Art Direction for the different campaigns of clients
- Graphic Design for Print Materials (Flyers, Brochures, Magazine ads, Billboards, Newspaper)
- 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
- Manage workflow and processes with multiple outside printing and production vendors
- Maintain a detailed archive of images, photo's or previous products

