
CARLOS VEJAR / GRAPHIC DESIGNER

vejar500@gmail.com | (323) 304-9394

Interpersonal Skills

- Fluent English and Spanish
 - Communication and motivation
 - Organization and delegation
 - Forward planning and strategic thinking
 - Problem solving and decision-making
 - Emotional intelligence
 - Mentoring
-

Computer Skills

- PC and Mac
- Adobe Photoshop CC
- Adobe Lightroom CC
- Adobe Illustrator CC
- Adobe InDesign CC
- Adobe Premier CC
- Adobe Audition CC
- Adobe Acrobat Pro

Experience

Exponet USA

Senior Graphic Designer — 2015 - 2023

Creation of large format graphics for the trade show industry.

Performed quality assurance for all imagery and vector illustrations for new designs as well as for completed artwork submitted by clients. Proofing and final approval of art requested from client before placing artwork into print production.

Scheduled meetings / conference calls to discuss and understand client's short term and long term goals.

Evoke Graffix

Senior Graphic Designer — 2009 - 2015

Created lead generation processes using various forms of such as Social Media, Email Blasts and Newsletters.

Prospected and qualified potential customers with targeted advertising improving conversion rate.

Scheduled Zoom meetings to discuss and understand client's business short term and long term goals.

Directed and developed marketing materials, on-line advertising and optimization of key words and key phrases relevant to the nature of the business and business goals.

Created and maintained relationships with customers leading to an improvement in annual retention rate.

Education

Westwood College — 2003 - 2005

Bachelor Degree in Visual Communication with an emphasis on critical soft skills such as creativity, communication and critical thinking.

Cerritos Community College - 2005 -2006

Continued Education and completed courses in Photography, Graphic Design, Typography, Fine Arts (Oil Painting & Life Drawing) Public Speaking and Psychology.
