

## CARLOS SOSA

### SUMMARY

Graphic design professional, specialized in web design and UI, used to different work methodologies such as Agile, with a mastery of a wide range of tools that leads me to efficiently produce fine works. I am creative, dynamic and enthusiast with team work and leadership skills, hungry to learn and work hard with an initiative to provide solutions and aid my working environment.

I have worked on numerous projects including websites' UIs, logos and development of business branding and corporate identity for a variety of global customers, offering them solutions tailored to their needs.

Culture and personality of a business have always been paramount in my formula for creating an accurate and successful corporate identity. Also I like to design UIs that give the users what they are looking for right away and provide a pleasant experience while doing it.

Currently I lead multiple projects in a business that offers a variety of integral services such as graphic design, web design and digital marketing. I deal directly with a variety of international customers, collect requirements and shape solutions adapted to their needs.

Looking for opportunities where I can expand my horizons in UI design. Also I have a keen interest in digital marketing.

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### WORK HISTORY

#### **UI/GRAPHIC WEB DESIGNER - ORBEEX, C.A. - CARACAS**

Jun 2017 – Present

- Working on web projects with interdisciplinary teams for global customers.
- Development of websites using CMS such as wordpress.
- Corporate identity manual and branding.
- Website design and digital design.
- Design and implementation of the company's digital signatures.
- Design of graphic pieces for the company's social media.
- Magazine and product catalog.

#### **INDEPENDENT PROFESIONAL – GRAPHIC DESIGNER – MARKETINGMAKER LTD - BIRMINGHAM, UNITED KINGDOM**

Feb 2017 – Present

- Infographics design.
- Corporate identity and branding.
- Logo and stationery design.

- Advertising and poster design.
- Magazine Design.

**EXECUTIVE CREATIVE DIRECTOR - DYNAMIC NETWORK, C.A. - CARACAS**

Jun 2011 – May 2017

- Working on web projects with interdisciplinary teams for global customers.
- Corporate identity and branding.
- Web Site design and digital design.
- Wordpress theme design and development.
- Logo and stationery design.
- Design and development workflow.
- Create colour palettes.

**INDEPENDENT PROFESSIONAL - UX DESIGNER - DYNAMIC DEVS, C.A. - CARACAS**

Jan 2016 – Aug 2016

- Development of websites using CMS such as wordpress.
- Creation of specialized widgets and features using HTML/CSS.
- Wireframing the pages' layouts and architecting them according the website's purpose.
- Offering consulting and orienting the client based on their requirements.

## PROJECTS

### **LOCAL TRADE COIN**

**February 2018**

Landing Page designed for the presentation of a new pioneer platform in cryptocurrency transactions, between people, small and large companies.

### **LOCAL TRADE COIN**

**January 2018**

A refreshing of image was done for the company almora group, which is a company specialized in the commercialization, distribution and export of products through our different brands. Therefore, the philosophy of the latter was thoroughly researched to find a conceptual relationship between its values and the visual representation that identifies it, so that it is easy to remember and empathizes with users.

### **MINDS NEUROSCIENCE INSTITUTE**

**May 2016 – Aug 2016**

A brand new website was delivered for the company Minds Neuroscience Institute located in Madrid, Spain, specialized in neuroscience. I had several meetings with the customer in which the needs and requirements of the project were captured and shaped into a successful final work.

I created the logomark based on the needs and goals of the company, creating an image that was both easy and simple to recognize and associated with the industry. I applied a colour palette which was aimed to both sectors science and health, thus creating the foundations for the rest of the graphical content.

The web content was implemented in WordPress, which was a requisite for performing SEO through the tool YAOS.

### **CARDIORITMO WEBSITE**

**Jul 2016**

CardioRitmo is a supplier of medical equipment and technical services specialized in cardiac analysis.

I led the graphical design, illustration of the company's website and involved in certain aspects of the front-end development (HTML/CSS). I took part in the different phases of the designing process elaborating mockups, prototyping and brainstorming. The site was created minding the target audience, considering the business' needs, profile and services offered which led up to a functional friendly and coherent interface.

## **DOGO CONSULTORES**

**Apr 2016**

Corporate website of a group of consultants specialized in development of business plans in the hospitality industry. I wireframe and designed the UI of the website and implemented some of the features using HTML and CSS such as a calendar and different web forms.

## **PROYECTOS LA SUIZA, C.A.**

**May 2014 – Jun 2014**

This is a company dedicated to carpentry, the corporate image was developed from scratch. A logomark was created to accurately represent the sector of the business. The name of the business was not quite illustrative of the industry, therefore I created an image striking enough to capture the essence of the business, which was used to create the stationery; flyers, business cards, among others.

## **ECOCLEANING**

**Feb 2014**

A refresh to the corporate image was carried out for this recycling company located in Belgium. For the development of the logomark I got inspiration from different natural elements, such as water and earth, as a reference to the type of work that is done in this business. I used a bold font for the word "eco" as an attempt to reinforce the mission of the company and made the word "cleaning" in a thinner font to differentiate both words and smooth the text.

## **DRACMA LOGOTYPE**

**Aug 2013**

Dracma was a folk music band in search for a logo that accurately captured their personality. I created a logotype inspired in the celtic culture and illustrated a mascot inspired by a coin of the former Greek currency in which an owl can be found.

## **POSTER FOR CROSSFIT MOVES**

**Oct 2013**

I made an advertising poster for the Gym CrossFit Moves, in Brussels, Belgium, to promote Zumba classes based on their corporate identity.

## **SOL COLORADO HOTEL & RESIDENCIA**

**Jul 2013**

This was a project for a hotel in Margarita Island, the corporate image was completely refreshed, a brand new logotype and logomark were created, thus, significantly improving the image of the hotel and resort.

## **HOTEL CIMA BARINAS**

**Jun 2011**

Full development of corporate identity of the company. I created the flyers, business cards, calendars, notepads, posits, among other components of the stationery, keeping the corporate brand identity representative of the hospitality industry.

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## SKILLS

- CUSTOMER SERVICE
- STRATEGIC PLANNING
- WORDPRESS
- HTML/CSS
- ADOBE ILLUSTRATOR
- ADOBE PHOTOSHOP
- ADOBE INDESIGN
- ADOBE FLASH
- ADOBE DREAMWEAVER
- ADOBE AFTER EFFECTS
- ADOBE XD
- GOOGLE ANALYTICS
- AUTOCAD
- CUBASE
- SAP
- MICROSOFT WORD
- MICROSOFT EXCEL
- MICROSOFT POWERPOINT

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## EDUCATION

### **BACHELOR'S DEGREE, UNIVERSIDAD NUEVA ESPARTA, CARACAS, 2015**

Interdisciplinary degree. Study of different design subjects such as; industrial design, web design, interactive design, graphic design, among others, with a strong exploration of various aspects of business administration and management which complement the integral formation of the academic major.

### **ESCUELA WEB, CARACAS 2015**

WORDPRESS BASICS COURSE,

### **UNEWEB INSTITUTO, CARACAS 2015**

HTML/CSS

### **IAB SPAIN, ONLINE 2017**

BASIC COURSE OF DIGITAL MARKETING

### **POSA STUDIO CREATIVO, CARACAS 2017**

AFTER EFFECTS CC 2017

### **GOOGLE ANALYTICS ACADEMY, ON LINE 2018**

GOOGLE ANALYTICS

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## LENGUAGES

- SPANISH
- ENGLISH (INTERMEDIATE)
- GERMAN (BASIC)

INTERESTS &  
HOBBIES

- VIDEO GAMES DESIGN
- MUSIC COMPOSITION
- TECHNOLOGY,
- FOOTBALL
- ART
- FILMS