

# Gaby Roque

designer@gabyroque.com portfolio: gabyroque.com

## SUMMARY

Bilingual hybrid designer and illustrator. Experience in advertising and marketing. Master of Arts in Illustration Design and Bachelor of Arts in Graphic Design. Available for full-time and contract opportunities in graphic design, illustration, and art direction. Fluent English and Native Spanish.

## EDUCATION

Savannah College of Art and Design (SCAD) Master of Arts, Illustration and Graphic Design, Atlanta.  
Universidad Iberoamericana Bachelors of Fine Arts, Graphic Design, Mexico City.

## SKILLS & SPECIALIZATIONS

- Adobe Creative Suite
- Analytics / Web Tools
- Bilingual Design
- Branding Design
- Digital Illustration
- Editorial Design
- Email Marketing
- Infographic Design
- Marketing Design
- Microsoft Office Suite
- Pardot by Sales Force
- Presentation Design
- Procreate for iPad
- Sublimation Printing Process
- Trade Show Development

## EXPERIENCE

**August 2019 – current**

**Freelance**

**Bilingual Graphic Designer - Atlanta**

- Work with clients to improve their visual identity aligned with the market standards.
- Manage multiple design and illustration projects with specific deadlines following the client's design parameters.
- Translate infographics, brochures, flyers, and PowerPoint presentations to Spanish.
- Develop a strategic plan for the B2M team, focusing on crafting visually stunning charts, graphs, illustrations, and presentations using design expertise.
- Create and design for print and digital marketing collateral for direct to consumer including, product information sheets, flyers, brochures, emails, and web graphics / web banners.

**June 2016 – August 2019**

**IDC**

**Digital Graphic Designer - Miami / Mexico City**

- Designed and coded email blasts, newsletters, webinars, and microsites for digital B2B marketing campaigns using HTML5 and CSS for over 20,000 users in Latin America and U.S. markets.
- Experienced in using Exact Target for sending email blast and web analytics tools.
- Created over 50 customized presentations for executive sales pitches that helped to increase sales by 40%.
- In charge of all corporate collateral, marketing campaigns, and trade show designs for all offices in Latin America.
- Work on infographics in English, Spanish, and Portuguese according to brand and marketing guidelines.
- Translated English copy to Spanish for email blasts, infographics, websites, presentations, and print designs.
- Directed art for print design pieces and final production for printed materials for technology events attended by over 200 industry professionals.
- Coordinated and controlled quality for final files for printing such as brochures, large-scale signs, and promotional items.

**April 2012 – February 2016    Freelance**  
**Graphic Designer - Atlanta**

- Coordinated and directed vendors for various projects to create finished product including: estimating, planning, proof approval and performing press-checks or final reviews as needed for quality control.
- Directed the Conair experiential branding for the Fiesta Atlanta public festival.
- Created bilingual point-of-purchase (PoP) marketing collateral to promote Conair's brand within 140 Atlanta-area Walgreens stores.
- Managed, produced, and designed brand name, logo, and corporate materials specializing in small business marketing.
- Helped design high fidelity proposals, presentations, and business development materials for 10 clients.
- Supervised photo shoots and retouched photos during post-production.

**August 2007 – March 2012    PM3 Agency**  
**Art Director - Atlanta**

- Designed and developed creative marketing collateral for the Hispanic market including advertising campaigns, logos, corporate collateral, direct mail, presentations, mock-ups, photo shoots, and photo selection. Prepared art and layout for digital printing for Cox Communication in San Diego, CA.
- Produced and directed 12 television spots of 30 and 60 seconds audiences for Cox Communication. The commercials aired in the San Diego market.
- Created the theme for Cox Communication's stand at the Sand Castles event in San Diego, CA. Designed the tent, blimp, promotional items, and event brochure.
- Designed retail posters for NAPA Auto Parts stores in Georgia. Developed advertising campaign, promotional items, and brochures for NAPA events. Illustrated and created NAPA vector characters to promote the Mexican National Soccer team used for animations on digital displays at stadiums.