



# Carolina Perez

Contract Graphic & UX/UI Designer

## ABOUT

Multidisciplinary Graphic, Web & UX/UI Designer with 15+ years of experience supporting brands and marketing teams across print, digital, and web. Skilled in creating visual solutions that balance creativity, strategy, and clear communication across multiple platforms.

## CONTACT

Location: **Baltimore, MD**  
Cellphone: **(240) 883-2123**  
E-mail: **carolaweb@gmail.com**  
Website: **www.maydigitaldesign.com**

## EDUCATION

**Advanced Figma**  
Designlab, 2025

**UX/UI Design Certificate**  
Designlab, 2023

Postgraduate Degree in **Marketing**  
Federal University of Parana, 2016

BS in **Industrial Design**  
Catholic University of Parana, 2008

## SKILLS/TOOLS

- Problem Solving
- Attention to Detail
- Creativity
- Communication
- Time Management
- Typography
- Branding
- Color Theory
- Photography
- Print Design
- Video Editing
- Brand Guidelines
- Email Marketing
- Digital Design
- Visual Design
- UX/UI Design
- Web Design
- Information Architecture
- Figma
- HTML/CSS
- CMS (WordPress)
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- PowerPoint

## PROFESSIONAL EXPERIENCE

### Graphic & UX/UI Designer

*May Digital Design, 2025 to present*

- Partner with marketing teams to create cohesive digital, print, and web design solutions aligned with business goals and brand identity.
- Develop creative concepts and visual assets from initial strategy and copy direction through final execution across multiple platforms.
- Design brand and marketing assets while maintaining consistency across brand touchpoints.

### Graphic & UX/UI Designer

*Almo Pro AV, 2020 to 2025*

- Created and developed a wide range of design deliverables, including landing pages, web banners, email marketing, presentations, logos, brochures, sell sheets, videos, as well as signage and graphics for trade shows.
- Contributed to the UX/UI redesign of an ecommerce reseller portal, improving usability, user experience, and visual consistency.
- Collaborated with cross-functional teams to gather requirements and translate them into engaging, on-brand designs.
- Designed and developed HTML templates for Salesforce landing pages, optimizing for responsiveness and ease of editing.
- Implemented a new email framework that streamlined production and improved campaign efficiency.
- Provided constructive feedback and final approval on design projects, mentoring junior designers to enhance their skills and maintain high standards.

### Graphic Designer

*Confronto Commercial Real Estate, 2014 to 2016*

- Designed various printed and digital assets boosting their sales by 30% within the first 6 months
- Managed and updated website and social media
- Oversaw photography and signage production

### Graphic & Web Designer

*FH Consulting, 2013 to 2014*

- Responsible for the design of company's website (from functional flow chart and wireframing to final design using Axure and Photoshop)

### Web Designer

*Alphus Technologies, 2009 to 2011*

- Designed 20+ websites across diverse industries from concept through final design.
- Developed functional flowcharts and wireframes to establish project structure and user experience.
- Implemented designs using HTML and CSS.
- Collaborated with developers and back-end teams to ensure seamless integration and functionality.