



Carolina Perez

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**
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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 | • Digital Design |
| • Attention to Detail | • Visual Design |
| • Communication | • UX/UI Design |
| • Time Management | • Web Design |
| • Typography | • Information Architecture |
| • Branding | • Figma |
| • Photography | • HTML/CSS |
| • Print Design | • CMS (WordPress) |
| • Video Editing | • Adobe Photoshop |
| • Brand Guidelines | • Adobe Illustrator |
| • Email Marketing | • Adobe After Effects |
| • AI tools (Claude, Firefly, ChatGPT) | • 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.