

Juan Baez

Senior Creative Designer

2797 Toledo Ave
Santa Clara, California 95051
(+1) 408 500 1538
juanbaezrodriguez@gmail.com

EXPERIENCE

Pinol Nicaragua, Nicaragua: *Founder / Artist*

10/2019 to 05/2024 - Jinotega, Nicaragua

- Worked with multiple companies developing their branding and design guides as well as social media marketing campaigns.
- Develop characters and avatars to accompany our clients' advertising campaigns.
- Designed and launched innovative marketing products and services, ensuring they meet market needs and customer satisfaction.
- Collaborated with clients to develop custom artwork to meet their needs.
- Coordinated with product development teams to ensure timely delivery of high-quality products and services.

Imox Technologies, USA / Nicaragua: *Senior UX Designer*

03/2018 to 06/2019 - Miami, Florida / Managua, Nicaragua

- Worked with product management and engineering teams to define and implement innovative solutions for the product direction, visuals and experience.
- Developed user interface designs for new features and applications on the product and communication channels.
- Worked with developers to ensure the technical feasibility of design solutions.
- Created wireframes, mockups, prototypes, and design specifications for the product platform and its internal and external communications
- Prepared presentations about UI and UX projects for internal and external stakeholders.
- Ensured all projects met quality assurance requirements before launch.
- Participated and contributed in brainstorming sessions to generate innovative ideas for product platform interface, webpages, landing pages and mobile apps.

SUMMARY

Dedicated and adaptable professional with a proactive attitude and a quick learning ability. Strong work ethic and effective communication skills. Seeking to contribute to a dynamic team and support creative goals.

SKILLS

- Collaboration and development of a large number of brands
- Digital design expert
- Brand and marketing expert
- Artistic skills
- Creative solutions
- Knowledge of AI tools
- Design thinking
- Problem-solving
- Teamwork and collaboration
- Task prioritization
- Attention to detail
- Multidisciplinary creative
- Character design
- Storytelling creation

SUITES

- Adobe Creative Suite
- Procreate
- Google Workspace
- Microsoft Office
- The Sandbox Game Maker
- Cap Cut Video Editor
- Figma

Nestrix Corporation, Panama / Nicaragua: Creative Designer

04/2013 to 01/2018 - Panama City, Panama / Managua, Nicaragua

- Created and developed design guidelines for mobile apps and games.
- Developed and built brand identities including logo design, color schemes and typography.
- Produced high-quality visuals in various formats such as print, web or mobile devices.
- Performed quality control checks on all deliverables prior to release ensuring accuracy and consistency of designs.
- Created interactive prototypes for user testing of digital products or services.
- Developed original illustrations and infographics to accompany copywriting content when needed.
- Maintained an organized library of images, graphics and other media assets.

Still Image, Nicaragua: Graphic Designer

03/2012 to 03/2013 - Managua, Nicaragua

- Produced digital graphics, including website elements, email templates, and social media visuals.
- Managed multiple design projects simultaneously, ensuring timely delivery and adherence to brand standards.
- Produced promotional displays, packaging and marketing collateral for retail environments.
- Developed graphics, logos and layouts for product illustrations, company logos, and websites.
- Designed promotional materials: brochures, flyers and posters for advertising campaigns.
- Contributed ideas to brainstorming sessions regarding new products or features.
- Assisted in the development and maintenance of brand guidelines to ensure consistency across all materials.

EDUCATION

Universidad Politécnica de Nicaragua (UPOLI), Nicaragua Bachelor of Graphic Design

2006 - 2010, Managua, Nicaragua

PROJECTS

Eris: Data platform

Platform that helps monitor employee performance in real time.

Punto Facil: Payment platform

Platform that allows multiple payments for home services in different parts of the country (Nicaragua).

Ceelo's Joyride: Mobile game

2D racing game, developed for Atlantic Records and Ceelo Green. Developed and created all the graphics elements, settings, story and characters.

Macho Raton: Mobile game

Multi-level 2D game that takes place within a typical Nicaraguan story.

My 911: Mobile app

Focused on young users to quickly and safely issue an alert in risky situations.

In Shape: Fitness Magazine

Designed content and layout focused on providing a dynamic and interactive reading.