

Tachi Llamas

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PROFESSIONAL PROFILE

UX/UI certified Graphic Designer with experience in the editorial, health, sports and pet industries. Expert at translating concepts and ideas into designs that facilitate results. Skilled at building solid relationships, working in teams, managing projects, building relationships with key stakeholders, assertively solving problems. Proactive, organized, and flexible. Multicultural and Bilingual (EN/ES).

Areas of Excellence: UX/UI Design | Graphic Design | Visual Design | Storytelling | Empathize | Profit Generation | Usability Testing | Wireframing | Content Design | Prototyping | UX Research | Social Media and Website Organic Traffic Optimization | Vendor Management | Branding | Event Coordination

TECH SKILLS

Photo Editing and AI: Photoshop **Layout Design:** Illustrator, InDesign **Logo Design:** Illustrator
Wireframe and Prototyping: Figma, FigJam **Usability Testing:** Useberry, Maze **UX Research:** Google Forms, Otter **Social Media Content Design:** Canva **Website Design:** Wix, Shopify, Squarespace

WORK EXPERIENCE

The Pet Blue Design | Miami, FL

2021-Present

Executive Director / Graphic Designer / Content Manager / Event Organizer

Supported business growth of various clients in Miami through UX design solutions. Started practice, resulting in 5 major clients in less than a year.

- Design and construct websites for small businesses and individual brands using Wix, Shopify, and Figma.
- Conducted secondary research to identify and resolve pain points within the company's website. Implemented changes based on research findings, which resulted in a 30% increase in sales within the website and a decrease in the use of third-party sites.
- Redesigned the company's website, resulting in an 11% increase in user satisfaction and a 20% increase in retention.
- Integrated social media platforms to engage with and improve client relationships, while also securing new business.
- Oversee the creation and design of all promotional materials for in-person events in the pet industry niche. Grow the community by 50%.
- Support the participation of pet business owners, increasing their brand exposure by 30% to pet products and service consumers.

Designs by Ciclista | Miami, FL

2017- Present

Apparel Designer

Design custom athletic apparel for triathlon, cyclists and runners with coaches and teams.

- Designed custom athletic apparel for approximately 15 clients, including over 50 designs.
- Worked closely with clients to understand their needs and goals, and then developed custom designs that met their specific requirements.
- Used a variety of design software and techniques to create high-quality, visually appealing designs.
- Delivered final products on time and within budget.
- Managed over 10 vendors oversees ensuring a competitive price to offer the best deal to existing and new clients.

The Petworking | Miami, FL

2021- 2022

Executive Director / Visual Designer / Event Manager

Co Founded and supported the business growth of pet industry clients. Started up this business resulting in over 30 new clients within the first year.

- Designed a website that attracted a multicultural client target growing our audience by 80%.
- Increased Instagram conversion rate by an average of 42% by using new copywriting and content strategies.
- Created digital content creation campaigns that successfully doubled the organic traffic.
- Led the collaborative development and implementation of strategies increasing brand awareness by over 50%.
- Implemented a revenue stream that adapted with the company's target audience and generated \$10k through organic customers in 6 months.

Books & Books | Miami, FL

2014-2017

Graphic Designer | Website Designer

Utilized Adobe Creative to design promotional and screening materials for marketing and selling books.

Collaborated with a website developer and other organizational areas to finalize the design.

- Designed promo material resulting in an increased audience participation to the book screening of 30%.
- Monitored web pages, optimizing necessary backlinks and evaluating analytics reducing bounce rate by 20% .
- Implemented various SEO strategies that exponentially grew monthly visitor count from 5,000 to 10,000 on average.
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ArtCycle | Miami, FL

2012-2014

Graphic Designer, Project & Event Developer

Co-founded a collaborative effort to develop and implement strategies to increase awareness of cycling safety in our city.

- Directed a Call for Artists supporting over 30 local artists to intervene in donated bicycles.
- Planned and coordinated cycling city tours which brought over 300 new cyclists to join the local cycling community.
- Curated an art exhibition for 3 years increasing museum visitor attendance by 30% for the duration of the exhibition.

EDUCATION

UX/UI Design, Ironhack Miami

Bachelor of Arts in Graphic Design, University of Illinois at Chicago