





Sulien Bruceta

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 www.sulien designs.com

› About me

Beyond my expertise in visual communication design lies a resilient woman who faces every situation with confidence and determination. I'm adaptable and committed to overcoming challenges.

› Education

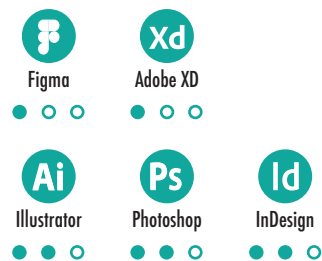
Google UX Design Professional Certificate
Google, USA | 2023

BA in Visual Communication Design
University of Havana, Cuba | 2003-2008

› Professional Skills

- Creativity, Team Work
- Communication, Organization
- Researching
- Social Media Management
- Strategic Analysis
- Art Direction
- Translation, Interpreter
- Critical Thinking

› Softwares (always open to learn new ones)



› Languages

English (Proficient)
Spanish (Native)

› Professional Experience

Arizona Capitol Times, STATE AFFAIRS | 2024-2024

- Designing page layouts for the newspaper, adhering to the newspaper's style guide and brand identity, maintaining consistency in design across all sections of the newspaper.
- Preparing files for printing, ensuring they meet technical requirements.
- Suggesting new ideas for layouts, graphics, or sections to enhance reader engagement.

Chloefly, Inspiration and Love | 2023-2025

- Implementing the design thinking process I was able to create from concept to delivery this special website. I had to empathize with users, the parents of autistic children, define the problem, ideate solutions, prototype the website and test it, iterating later to fix the issues found.
- Researching sensory friendly skin care products and autism subject with its challenges.
- Auditing competitors' websites to make the business outstanding.
- Creating and managing its social media channels in an engaging way.
- Offering strategic solutions to achieve the business goals based on the website and social media analytics.

Check for a Lump | 2022-2023

- Performing the art direction and graphic design of the redesign of their annual Breast Health Educational Publication.
- Involved in both versions of the magazine: English and Spanish, for print and digital editions. Contributing with the translation from English to Spanish and the proofreading of the Spanish magazine.
- Doing public presentations as part of the educational program of the organization, teaching and advocating for breast cancer prevention.
- Assisting as interpreter for breast cancer patients, survivors and women in need of the organization services.
- Representing the non profit organization in networking events and galas developing great relationships with sponsors and supporters as well as creating new connections for possible collaborations.

Sulien Design, LLC. | 2017-2020

- Taking local companies from scratch to have their own identity and communication materials: brand, stationary, website and social media.

"Education is the key to unlock the golden door of freedom."

George Washington Carver