

Leyda Machado

Senior Graphic Designer

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Cape Coral, FL | 2393739517

Creative Graphic Designer with 8+ years of experience in brand identities, marketing collateral, and digital designs. Skilled in leading projects from concept to completion with attention to detail and visual consistency. Knowledgeable in web design to support digital projects when needed.

Core Skills

Hard Skills: Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat), Figma, Layout & Typography, Print & Digital Design, Branding, Marketing Collateral.

Soft Skills: Teamwork and collaboration, Time Management, Strong organizational, Multitasking, Project coordination, Detail-oriented, Strong work ethic, Problem-solving, Adaptability and growth.

Work Experience

Graphic Designer

Oct 2022 - Present

Luxe Graphics Inc | Cape Coral, Florida, United States

- Designed over 500 graphic pieces for various clients in SWFL, covering signage, storefronts, stationery, and logos, ensuring on-time delivery and maintaining high-quality standards.
- Prepared digital files for printing and production, ensuring accurate design reproduction and reducing errors to just 1%.
- Increased Luxe Graphics' website traffic using the Odoo website development module, enhancing online presence and facilitating client interaction.
- Modified After Effects templates to create internal promotional content for Luxe Graphics.

Graphic Designer & Web Developer

Oct 2017 - Present

Freelance – Selected Projects

- Designed logo and corporate stationery to establish a cohesive brand identity, resulting in increased brand recognition.
- Prototyped application interfaces using Figma to enhance user experience and streamline functionality.
- Execute website development using HTML5, CSS3, Bootstrap, WordPress, JavaScript, PostgreSQL, MySQL, and Yii2 framework.

Graphic Designer & Software Developer

Dec 2015 - Sep 2017

SiVaH | Havana, Cuba

- Establish corporate identity and stationery designs to reflect brand values and enhance brand recognition.
- Craft interface designs and prototypes for applications to optimize user experience and functionality using Axure RP.
- Develop robust and scalable web systems to enhance performance, efficiency, and user experience.

Technician in repair of electrical and electronic equipment

Dec 2014 - Jul 2015

Ingenius Technologies | Havana, Cuba

- Hardware diagnostics and repair to ensure system operability and prevent critical failures.
- Maintenance and assembly of computer equipment, ensuring optimal performance and extended lifespan.
- Develop websites using Bootstrap, CSS3, and HTML5 to create responsive and visually appealing web experiences.

Specialist "A" in Computer Science

Sep 2010 - Sep 2014

Ministry of Finances and Prices | Havana, Cuba

- Mentored recent college graduates, providing them with hands-on training and essential skills to excel in their roles, resulting in a smooth and quick transition to the work environment.
- Led the Design and Implementation Department of Information Systems, consisting of 9 people, managing projects and ensuring timely software development.
- Designed and developed internal systems for the Ministry, optimizing processes and enhancing efficiency. Provided guidance and oversight in system development, ensuring best practices and improved stability.
- Managed and deployed databases on production servers, optimizing data handling and system performance.

Education

North University Santo Tomas de Aquino (UNSTA)

Oct 2015 - Jun 2016

Certification, Graphic Design

Technological University of Havana "José Antonio Echeverría"

Sep 2004 - Jul 2010

Bachelor of Engineering - BE, Computer Software Engineering

Languages

Spanish, English