



ALEJANDRO CABRERA C.

GRAPHIC DESIGNER

Contact

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Education

BFA Graphic Design 2019
Harding University
Searcy, Arkansas, US

Skills & Knowledge

Adobe Illustrator	<div><div></div></div>
Adobe Photoshop	<div><div></div></div>
Adobe InDesign	<div><div></div></div>
Adobe XD	<div><div></div></div>
Figma	<div><div></div></div>
Branding	<div><div></div></div>
Visual Identity	<div><div></div></div>
Meta Business	<div><div></div></div>
Analysis capabilities	<div><div></div></div>
Leadership	<div><div></div></div>
Teamwork	<div><div></div></div>

Skills

Creativity
Tech-savvy
Responsability
Patience
Optimism
Punctuality

Language

Spanish, native language
English, advanced (spoken and written)

Experience

Design Manager / Ópticas Macario Co.

Mar 2024 - Apr 2025

- Creative leader and brand manager.
- Graphic content for social media and digital ads.
- Execution of graphic material for digital and printed content.
- Social media content planning and management.

Lead Graphic Designer / TARS Media - Sika Guatemala

Dec 2020 - Jul 2023

- Creative leader and brand manager.
- Execution of graphic material for digital and printed content.
- Creation and implementation of advertisement campaigns.
- Design for banners, billboards, MUPIs, and other printed media.
- Web design for an interactive platform.
- Graphic content for social media.

Graphic Designer / MasterGroup Corporation

Jul 2019 - Aug 2020

- Creative and brand manager.
- Graphic material for digital international platforms.
- Graphic content for social media.
- Graphic material for printed media.
- Brand content for video animation, websites and digital platforms.

Freelance Graphic Designer

2022 - Present

- Branding and visual identity.
- Graphic content for social media.
- Content planning for social media management.

Awards & Leadership

AIGA Student Group President

Aug 2018 - May 2019

Walton Scholarship Recipient

Awarded in 2015