



ABOUT ME

I have over 20 years of experience in graphics and web design. My professional strengths include superior problem-solving abilities and efficient workload management. I am highly creative with the ability to work alone with clients, addition to within a team. Extensive experience in coordinating with them to deliver a single product and/or campaigns. I'm profecient with various programs within the Adobe Creative Suite, such as Photoshop, Illustrator, and InDesign.

WORK EXPERIENCE

DIGITAL DESIGNER

SalonCentric (2014 - Present)

- Work collaboratively with members of creative and core departments
- Manage workflow efficiently and take responsibility for timing and delivery
- Execute creative concepts that follows the branding across different media (CRM, Social, Digital, SC App and ECOM) with minimal supervision
- Create original designs for in-store, storewide advertising campaigns, social media and digital pieces
- Creative mediums include print, web, advertising, mobile, & animated GIFs

FREELANCE GRAPHIC & WEB DESIGNER

Delfina Diaz | Graphic & Web Design (2007 - Present)

- Design web to print projects for non-profits as well as independent businesses.
- Design and frontend design for websites with HTML, CSS, PHP, & jQuery; CMS platforms (Wordpress, WIX & Squarespace) platform.
- Specialties include print design, web design, logo, branding, advertising, mobile, animated GIFs, interactive design, and email design.

GRAPHIC & WEB DESIGNER

KAX Media America (2011 - 2014)

- Redesigned Gambling.com and developed the mobile website (m.gambling.com).
- Designed several websites using SMARTY, HTML, CSS, jQuery, jQuery Mobile & Flash; Gambling.com, m.gambling.com, WSN.com, CasinoSource.uk.co, CitySpreads.uk.co, Adge.com
- Contributed in campaigns for multiple websites to maintain the company brand through proper UI, also continuing it through social media platforms such as Twitter and Facebook

JUNIOR WEB DESIGNER

myMatrixx (October 2011 - November 2011)

- Focused on building the design, marketability, appearance, and usability of front end landing pages for one specific project that I was hired to complete

SKILLS



ORGANIZATIONS, MEMBERSHIPS, & HOBBIES

SOCCER COACH

Pinellas County United Soccer Club
2013 - 2023

WEBMASTER

Alpha Gamma Delta Tampa Alumni Chapter
2011 - Present

PLAYER

WPSL - PCU
2013 - 2017

TREASURER/WEBMASTER/DESIGNER

American Outlaws St Pete
2020 - Present

CONTACT ME

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SOCIAL

 Facebook
facebook.com/delfinadiazdesign

 LinkedIn
linkedin.com/in/delfinadiaz/

 Instagram
instagram.com/delfina.graphicdesigner

EDUCATION

BACHELORS OF ART

The University of Tampa (2003 - 2007)

Electronic Multimedia Art and Technology,
Minor in Advertising