



ALFIERI VILLEDA

CONTACT

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www.villedadesign.com

SKILLS

Adobe Photoshop, Lightroom, Illustrator, InDesign, After Effects, Animate and Premiere

WordPress, Elementor, Squarespace, Wix

HTML & CSS

Figma

Social Media Marketing

Email Marketing and List Management (Mailchimp, Clickback, Omnisend)

SEO Analyst

Photo Editing and Retouching

Video Editing

EDUCATION

Queens College, City University of New York

Class of 2020

BFA in Graphic Design

REFERENCES

Available upon request

WORK EXPERIENCE

Graphic Designer at MJHS, New York, NY (Hybrid)

July 2024 – Current

- Collaborate with design team to conceptualize innovative ideas and visual solutions for various projects.
- Ensure brand consistency across all designs, maintaining a strong brand identity.
- Design engaging print materials, including brochures, flyers, and signage.
- Create digital graphics and animations for web use, such as social media posts and web ads.

Graphic Designer at DealFlow Events, Roslyn, NY

April 2021 – July 2024

- Led the design of visually stunning event websites with mobile-first approach and search engine optimization.
- Created captivating visuals for emails, ads, and social media campaigns, driving event attendance and engagement.
- Tracked and reported analytics for event websites and emails, driving data-driven decisions.
- Collaborated with the event planning team to craft compelling marketing content.
- Revamped company's primary website, introducing a new layout and brand colors.
- Mentored and managed junior designers, supporting their professional development.

Graphic Designer at Walk-in Dermatology, Roslyn, NY

April 2021 – June 2023

- Designed the logo, landing page, and marketing materials to promote the MedSpa.
- Orchestrated direct mail campaigns and targeted email marketing to generate buzz and drive traffic to new office locations.
- Created visually compelling social media graphics showcasing medical and cosmetic services and online store specials.
- Designed monthly newsletters and marketing emails to promote the online store.
- Mentored and managed junior designers, supporting their professional development.

Graphic Designer at JustLaw, New York, NY (Remote)

July 2020 – February 2021

- Elevated brand awareness through detailed graphic assets for campaigns, product launches, website, and optimized landing pages.
- Collaborated with executives on social media content and marketing materials.
- Ran the social media pages, posting polished graphics with informative captions and optimized hashtags.

Web Design Intern at ArteLatAm, Brooklyn, NY (Remote)

June 2020 – September 2020

- Improved user experience by designing and implementing new pages and features
- Collaborated with the marketing team, offering insight on digital marketing strategies.

Graphic Design Intern at Red Storm Graphics, Inc., Jackson Heights, NY

November 2019 – May 2020

- Created captivating designs for a wide range of clients, spanning vehicle wraps, package design, and flyers. Enhanced client websites with design, copy, and SEO refinements.