

RAFAEL A ACEVEDO JANER

PROFESSIONAL SUMMARY

Creative multimedia professional with 8 years of experience in advertising, social media, and diverse design projects. Skilled in graphic design, video editing, and web design. Demonstrated success in driving company growth through impactful designs and promotional strategies. Expert at developing innovative strategies to enhance organizational potential and support development.

WORK HISTORY

01/2014 - Current

RA Design - Graphic Designer • Creative *Trujillo Alto, Puerto Rico (Remote)*

- Conceptualize unique logo designs for companies to establish strong visual identities that resonate with target markets.
- Create engaging social media content, web pages, and mockups that drive user engagement and increase online visibility by 20%.
- Conceptualize creative designs for print materials, banners, signs, t-shirts, business cards, and more.
- Utilize advanced knowledge of photo and video editing software and techniques to produce high-quality images for customers.

Luxury Collection Auto - Graphic Designer • Visual Information

Specialist *Guaynabo, Puerto Rico*

07/2022 - 07/2025

- Create logo and branding materials for the company, which increases brand recognition and customer engagement.
- Develop creative design for billboards, lead ads, mockups, web banners, and e-blasts for 21 automotive brands.
- Improve client satisfaction by creating visually appealing and impactful graphic designs for various marketing materials.
- Design engaging social media graphics that increase user engagement and boost online visibility by 25%.
- Conceptualize creative designs for presentations, invitations, business cards, banners, and videos that improve the company's image.
- Collaborate closely with marketing teams to create designs for campaigns.
- Deliver exceptional photos utilizing professional editing software to enhance images before printing.
- Utilize digital tools for video editing such as After Effects to create visually engaging content for marketing purposes.

Label Masters - Graphic Designer • Plates Developer • Inspector

Trujillo Alto, Puerto Rico

04/2022 - 06/2022

- Designed and produced high-quality plates and labels for major pharmaceutical companies and various clients.
- Collaborated closely with clients to gather requirements and translate them into precise technical specifications for effective implementation.
- Conducted thorough inspections of over 100 plates to ensure quality standards, delivering optimal results for client satisfaction.

Caribbean Cinemas - Technical & Creative

San Juan, Puerto Rico

06/2016 - 06/2020

- Designed engaging social media content and promotional materials for daily events, leading to a 30% increase in ticket sales.
- Created eye-catching menu boards for concession stands, driving increased product purchases.
- Conceptualized and produced concession videos, billboards, and multimedia content to promote upcoming films.
- Developed advertising commercials and film festival videos, managing DCP conversions for screenings and promotions.

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EDUCATION

Atlantic University College

Guaynabo, Puerto Rico

08/2012 - 05/2017

Bachelor of Arts in Graphic Design

GPA: 3.89 of 4.00 - Magna Cum Laude

AWARDS

Typography course winner for Best Design in 2014, Atlantic University College, AG.303

VOLUNTEER WORK

MIDA - Creative Web Designer

Guaynabo, PR 06/2015 - 06/2016

- Designed promotions and web marketing.

LANGUAGES

Spanish: Native language

English:  B2
Upper intermediate

SKILLS

- Social media design 
- Image editing 
- Video editing 
- Adobe Creative Suite 
- Print design 
- Digital design 
- Illustration 
- Branding and identity 
- Digital graphics 
- PC and Mac platforms 
- Image manipulation 
- UI and UX Design 