

NICOLE MARÍN CRUZ

GRAPHIC DESIGNER,
VISUAL ARTIST
& PHOTOGRAPHER

CONTACT

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ACOMPLISHMENTS

Festival of Image and Sound 2019

Department of Communications in
University of Puerto Rico,
Humacao, P.R.

Award: Marina Álvarez
Best Packaging Design
Awar Ángel Vega
Best Traditional Graphic Design

LANGUAGE



Spanish



English

PROFILE

Exceptionally imaginative, adaptable and autodidact oriented Graphic Designer proficient in photography, print, illustration, branding and conceptual design. Passionate about “thinking outside the box” to convey the right message through communication and problem solving skills. Research oriented and dynamic professional, open to constructive criticism and with a collaborative personality.

EXPERIENCE

Graphic Designer at Block S for Humanity

2019

Collaborator in non profit organization

Participate in weekly reunion with president to discuss and plan design projects.

Brainstorm, draft and digitalize the mobile app logo created for social, enviromental and educational impact.

Graphic Designer at PromocionArte, Gurabo, P.R.

2017

Company that creates branding and buildings letterings from small and local businesses

Team member in the grap hic design area andcreator of graphic content

Execute client’s petition to improve customer flow for company’s growth

Freelancer Graphic Designer

2016

Advertising for university and direct clients.

Manage multiple projects and clients at the same time

Strategic creation of illustrations, logos, branding, packaging, flyers and event advertising

Photographer

2013

Experience in commercial, conceptual, documental, fashion and event photography

Execute consistent photo editing to portray specific conceptual goals

EDUCATION

University of Puerto Rico in Humacao, Puerto Rico

Bachelor’s degree of Communication in Graphic Design

Escuela Especializada en Bellas Artes in Humacao, P.R.

Concentration in the Visual Arts category

SOFTWARE

Strong

Adobe Illustrator
Adobe Photoshop

Familiar

InDesign

CREATIVE

Constant creative development for more than 10 years

Excellence in research and conceptual design

Knowledge in composition, typography, concept design, color theory, design strategies and other arts, design and photography techniques

Planning and investigation in branding purposes

Maturity with paint, draw and illustration skills

SKILLS

Excellent communication at simplifying complex and technical terms to clients

Goal oriented

Willingness to learn new topics and skills

Positive results working under pressure

Leadership and team work in collaboration projects

Effectiveness with time management

PRACTICAL

