Ricardo Kasrim
GRAPHIC AND WEB DESIGNER

I'm a creative and detail-oriented Graphic and Web Designer with 14 years of experience translating ideas into visually compelling designs. With a strong focus on branding, layout, and typography. Adept at collaborating with clients to understand their vision and deliver high-quality,innovative solutions. Proven ability to manage multiple projects and deadlines while maintaining a keen eye for design consistency. Passionate about staying abreast of industry trends and continuously refining my skills to produce engaging and impactful visual content.

PERSONAL INFO

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LinkedIn
linkedin.com/in/ricardo-kasrim/

Portfolio
behance.net/Ricksportfolio

Website
RicardoKasrim.com

PERSONAL SKILLS

- Communication
- Creativity
- Team-Player
- Attention-To-Detail
- Critical Thinking
- Problem Solving
- Project Management
- Prototyping
- Wireframing
- Innovation
- Trend Awareness
- Presentation Skills
- Time Management
- Adaptability
- Leadership

LANGUAGES

100% Native — **ENGLISH**

100% Native — **SPANISH**

PROFESSIONAL EXPERIENCE

2021 - 2024 — **Graphic Designer**
SONNY'S ENTERPRISES - TAMARAC, FL
Conceived and executed art and layouts for various visual communication media, developed collateral, branding, and identity materials, and created large-format graphics for diverse projects, resulting in a 20% increase in client engagement and a 15% boost in brand recognition.

2018 - 2021 — **Graphic & Web Designer**
LILLY + ASSOCIATES INTERNATIONAL - MIAMI, FL
Led multiple marketing campaigns and spearheaded company rebranding, and directed successful social media brand strategies, generating $300k+ in revenue.

2016 - 2018 — **Graphic & Web Designer**
PROSPAY TECHNOLOGIES - MIAMI, FL
Drove the conceptualization and execution of artwork and layout for print and digital signage, banners, websites, and publications, contributing to a 17% increase in sales volume.

2012 - 2016 — **Graphic Designer**
PRIMACO C.A. - CARACAS, VENEZUELA
Guided key projects and events creatively, led a 4-person team in the production of marketing initiatives, and established the company's marketing department, resulting in a 25% increase in campaign efficiency and a 30% growth in market reach.

KEY QUALIFICATIONS

- Versatile professional with a deep understanding of design theory
- understanding of how to organize and structure content for optimal user experience
- Ability to manage time effectively and meet project deadlines
- Experience working with other teams such as developers, product managers, and marketers
- Ability to develop innovative and eye-catching designs
- Precision in design elements to ensure a polished final product

EDUCATION & CERTIFICATIONS

2024 — **GOOGLE UX DESIGN** — Certification

2020 — **INTRODUCTION TO HTML** — University of Michigan

2010-2015 — **BACHELORS DEGREE (Fine Arts & Design)** — Universidad Jose Maria Vargas

2007-2010 — **ASSOCIATE DEGREE (Graphic Design)** — Instituto de Diseno De Caracas

TECHNICAL SKILLS

- **Ai** ILLUSTRATOR
- **Ps** PHOTOSHOP
- **Id** INDESIGN
- **Ae** AFTER EFFECTS
- **Pr** PREMIERE
- FIREFLY
- **Lr** LIGHTROOM
- **Fr** FRESCO
- COREL DRAW
- FIGMA
- SKETCH
- GENERATIVE AI
- HTML5
- WORDPRESS
- ANALYTICS
- ADWORDS
- SOCIAL MEDIA
- MAC & PC