

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
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Portfolio
behance.net/Ricksportfolio

Website
RicardoKasrim.com



PROFESSIONAL EXPERIENCE

- 2024**
2026
Senior Graphic Designer | TVM MEDIA - DENVER, CO
Lead the development of branding, marketing assets, and visual communications for a digital advertising network operating in bars, restaurants, and casinos across the U.S. and Europe. Design ad creatives optimized for TVM's vertical screen format, create brand guidelines, and produce presentations and marketing materials used by sales teams and partners. Collaborate cross-functionally to ensure consistent brand messaging while developing engaging content that drives advertiser participation and enhances the viewer 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.

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

KEY QUALIFICATIONS

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

EDUCATION & CERTIFICATIONS



LANGUAGES

100% ENGLISH
Native

100% SPANISH
Native

TECHNICAL SKILLS

Ai ILLUSTRATOR	Lr LIGHTROOM	Jira JIRA	HTML5 HTML5
Ps PHOTOSHOP	Fr FRESKO	XMind XMIND	WordPress WORDPRESS
Id INDESIGN	Corel COREL DRAW	Camtasia CAMTASIA	Analytics ANALYTICS
Ae AFTER EFFECTS	Figma FIGMA	Tableau TABLEAU	Articulate 360 ARTICULATE 360
Pr PREMIERE	Sketch SKETCH	Sharepoint SHAREPOINT	Social Media SOCIAL MEDIA
Firefly FIREFLY	Generative AI GENERATIVE AI	Excel EXCEL	Mac & PC MAC & PC