# octavio lara

communication designer

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www.octavio.design

## **Objective**

Design solutions with positive measurable metrics.

#### Education

Metropolitan State University – May 2017 BFA in Communication Design

#### Software Skills

Adobe Creative Suite, HTML5 & CSS3, Squarespace, Wordpress, Sketch

#### **Personal Skills**

Creativity
Communication
Commitment
Organization

#### Languages

English & Spanish: Fluent, Reading & Writing

## **Work Experience**

## ■ Jacobs Engineering - Graphic Designer 2021 - Present

Providing design support for internal team of engineers, designing proposals & multi page sales documents, coordinating and assessing graphic design needs.

## ■ Premier Members - Graphic Designer 2019 - 2021

Worked with V.P. of Marketing to continue brand development & awarness in target markets. Collaborated with local agency partner Fornight Creative to ideate new ad campaigns.

Designed print marketing collateral for promotional use, created digital assets for web use, and designing out of home media including billboards, lightrail wraps, and gorilla marketing.

#### **■Freelance Work**

2015 - Present

Building relationships to provide efficient and effective design solutions.

Media range experience with digital marketing, large format print graphics, and multi-page document design.

Clientele includes Conscience Bay, Uneeq, Rio Verde Construction, Bokka Group, and Queen of Peace Parish.

#### ■Navajo Inc. – Graphic Designer

2018 – 2019

Elevated brand standards for Piranha Eyewear. Designed and enhanced social media presence to increase brand recognition.

Responsible for designing & in house production of large format signange, creating digital brand assets, refreshing social media content/strategy, and GS1 product photography.

#### ■Anytime Fitness – Graphic Designer

2017

Worked directly with owner to create new design ideas to improve marketing functionality of the business.

Designed interior signage & promotional marketing pieces.

## ■Studio M – Junior Designer

2016

Worked with three in house clients and one nonprofit organization, to provide productive and accessible design solutions.

Created print materials, and digital social media assets.

#### ■Met Media – Junior Designer

2016

Worked directly with production manager & creative team to provide internal clients with innovative design solutions.

Responsible for the creation of logos, advertisements for campus newspaper, and various print materials around Auraria Campus.

# ■ Elevation Creation - Design Intern

2015

Worked in an individual and group setting; Contribution to the completion of projects in a timely manner. Projects consisted of identity design, and creation of mock up websites for further development.

