

Umaly Pérez Moreno

Graphic Designer

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Graphic designer with over 7 years of experience in brand design, social media content, and branding. Additionally, I possess three years of experience as a UI/UX Designer, specializing in the layout, prototyping, and usability of websites and applications. I successfully increased organic reach for various brands by 20% and grew follower bases by 30% within the last year. I am looking to contribute my expertise to enhance the visual appeal of brands.

SKILLS

Hard skills: Development of advertising graphics for social media, logo and brand identity design, and the design and development of static and dynamic web pages.

Tools: Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD) and Figma.

Soft Skills: Effective communication, strategic thinking, creativity and innovation, and problem-solving.

Languages: Spanish (Native), English (B1).

WORK EXPERIENCE

Graphic Designer & UI/UX Designer

October 2022 – December 2024

Tu Web Social, Zulia, Venezuela – Remote

- Contributed to 90% of all advertising campaigns.
- Created 90% of client-oriented graphic materials with high satisfaction rates.

Graphic Designer

June 2022 – November 2024

Artfluence, Santiago de Chile, Chile – Remote

- Developed graphic pieces that helped clients increase sales by 50% compared to previous years.
- Participated in the design and prototyping of the company website, increasing engagement and online presence by 30%.

Graphic Designer

January 2025 – May 2025

MasterWolf Agency, Santiago de Chile, Chile – Remote

- Elevated brand visibility by 45% through the effective development of strategic graphic pieces.
- Increased client trust levels by 40% through assertive and consistent communication methods.
- Developed social media content that resulted in a 30% increase in followers.

UI/UX Designer

January 2024 – April 2025

Krei Dev, Ciudad de México, México – Remote

- Actively contributed ideas for content and visibility strategies, providing 40% of the strategic input.
- Designed and developed graphic content that boosted online brand visibility by 20%.
- Collaborated on web development projects that achieved a 90% client approval rate.
- Worked with development teams to ensure the success of 80% of company projects.

Graphic Designer & UI/UX Designer

May 2022 – May 2025

Opentech, Ciudad Bolívar, Venezuela – Remote

- Participated in 80% of advertising campaigns, achieving a 50% reach within segmented target audiences.

- Developed 70% of client-facing graphic pieces with a high approval rating.
- Contributed to daily brainstorming and task tracking, increasing project effectiveness by 75%.

Graphic Designer & UI/UX Designer

2018 – Present

Independent Professional – Remote

- Designed advertising graphics and POP materials for various brands and startups across Latin America and Europe.
- Achieved a 70% increase in reach for clients through strategically crafted designs.
- Contributed to a 60% growth in digital products through design and prototyping services.

EDUCATION

Instituto Universitario de Tecnología de los Llanos, Guárico, Venezuela

Computer Engineering