

Yuly Maureen Osorio

Advertising • Marketing • Graphic Design

OBJECTIVE

To obtain a position where I am able to maximize my professional skills on Advertising, Marketing, and Graphic Design, by fulfilling a role such as Senior Designer, Art Director, Creative Director, Design Manager, Project Manager, or Graphic Designer.

EXPERIENCE

2010 - Present
4 Lakes Label
Sun Prairie, Wisconsin
Graphic Artist:

- Responsible for the layout of envelopes and labels.
- Outputted pre press files with the use of programs and output devices.
- Designed Internal News Letter and publications.
- Organized project's priority and schedules.
- Created commercial bar codes for labels.
- Created Postal codes for envelopes.

EXPERIENCE

2007 - 2009
Hy Cite Corporation
Madison, Wisconsin
Senior Designer:

- Responsible for the creation and design of marketing campaigns, logos, calendars, agendas and packaging for each of the company's brands.
- Designed brochures, monthly internal publications, trimester magazines, posters, manuals, and multimedia projects for all events and conventions within the company's divisions.
- Organized project's priority and schedules.
- Communicated client's design requirements to develop a project.
- Provided language translation for projects to the Hispanic Market.
- Prepared and designed interior sets for video commercials of the company's product demonstrations.
- Performed photo retouching and Photoshop effects.
- Established working relationships with printers and providers.
- Maintained file archive and art servers.
- Participated in product demonstrations as a Marketing strategy.
- Attended Graphic program workshops.
- Organized training sessions with new personnel in graphic software on Mac and PC operating systems.
- Utilized new technologies and software.
- Managed Design Projects, during management absence.

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EXPERIENCE

2005 - 2007
Menards, Inc.
Eau Claire, Wisconsin
Lead Designer:

- Managed the priority of multiple projects.
- Maintained Vendor Accounts.
- Responsible for the creation and design of marketing campaigns, logos, and packaging for each of the company's brands.
- Designed brochures, internal publications, posters, and manuals.
- Created and designed stores' signage.
- Communicated client's design requirements to develop a project.
- Scheduled photo shoots for company's brands.
- Performed photo retouching and effects.
- Developed working relationships with printers and providers.
- Maintained file archive and art servers.
- Interviewed new personnel.
- Trained new personnel in graphic software.

1998 - 2001
Ahora Press, Ltda.
Colombia, South América
Design Manager

- Managed Graphic Design and Pre-press personnel.
- Maintained clients' accounts.
- Delegated tasks within the department's personnel.
- Established client and project priority.
- Implemented Department's work flow and direction.
- Responsible for the creation and design of marketing campaigns, logos, calendars, agendas and packaging for each client.
- Designed Advertising material for each client.
- Communicated client's design requirements to develop a project.
- Performed photo retouching and effects.
- Responsible for the formatting of output graphic files and color key for the pre press process.
- Maintained file archive and art servers.
- Trained new personnel in graphic programs.

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EXPERIENCE

1996 - 1998
Metro de Medellín
Colombia, South América
Lead Designer:

- Responsible for the design and completion of campaigns, Corporate Image manuals, corporate identity, internal and external publications.
- Designed advertising materials, print pieces and multimedia demos.
- Managed the priority of multiple projects.
- Communicated project strategies.
- Successfully accomplished a launch campaign for a mass transportation company.
- Completed Thesis "Cultura Metro." Demographic studies focused on the new massive transportations lines Marketing Campaign.

Freelance

Colombia - United States of America
Portfolio available upon request.

EDUCATION

Graduated 1996
Marketing & Advertising
Instituto Superior de Artes
www.ideartes.edu.co
Medellin, Colombia

Other Studies

2010
Semester: Marketing Principles
Semester: Advance Web Design
Software Training: Jetrion 4830 Inkjet Printing System

2009
Course: Web Design
Course: Web Development / HTML / CSS / JavaScript / Flash

2008
Seminar: Effective Communications
Workshop: Photoshop World

1997
Course: Magazines and Catalogs Publications

Complementary Skills

Knowledgeable in CSS, HTML and JavaScript.
Native speaker of Spanish
Fluent speaker and writer of English

Software Knowledge

InDesign CS5, Adobe Photoshop CS5, Adobe Illustrator CS5, Dreamwaver, Flash, Fireworks, PageMaker, CorelDraw, QuarkXpress.
PC - MAC Operating Systems.