

adriana romero

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www.disenno.com



Bilingual designer with more than 15 years of experience and exceptional abilities to meet tight deadlines under high pressure. Extensive experience in design, with marketing and public relations background. Passion for print and new media design.

professional experience

Disenno LLC- Michigan, USA - 2005 · today

Freelance designer

Focus on print and web design. Extensive experience in corporate identities, promotional material, editorial design and packaging.

Meister Media Worldwide - Ohio, USA - 2003 · 2005

Communications Coordinator

In charge of Marketing, Public Relations, event planning, and Communications for nine magazines and their websites.

Aue Design Studio - Ohio, USA 2002 · 2003

Designer

Performed design and production of print and digital pieces, working in a team environment, while handling communications with clients and vendors. Actively participated in the complete design process: from concept development to production and pre-press.

Diario El Universal - Caracas, Venezuela 1993 · 2000

Editorial and Graphic Manager - Fundación Andrés Mata

Supervised a staff of 15 journalists and designers

Art Director - Sunday Magazine

Coordinated the layout of the magazine with a staff of 3 designers, after a complete redesign of layout and content.

Graphic Designer - Newsroom

Redesigned the layout and editorial structure of the newspaper working as part of a group of 4 designers and international consultants. Applied the new design to the different sections of the newspaper, including the front page, on a daily basis.

Marketing and PR Assistant - Marketing Department

Developed and implemented marketing and advertising strategies, within a marketing and public relations plan for the newspaper.

IBM - Caracas, Venezuela 1992 · 1993

Marketing Assistant - PC Business Unit

Developed a marketing plan for the Personal Computers Business Unit. Implemented a hotline service for PC buyers, including an advertising and promotional campaign to launch the new service.

education

Cuyahoga Community College - Cleveland, Ohio 2000-2003

Associate Degree in Visual Communications and Design, Concentration in Interactive Media - Magna CumLaude

Universidad Católica Andrés Bello - Caracas, Venezuela 1991-1996

Bachelor Degree in Mass Communications and Journalism, Major in Advertising and Public Relations

software proficiency

Photoshop, Illustrator, Quark Xpress, Dreamweaver

recognitions

Selected for publication in the 2004 American Corporate Identity Annual

Appointed Representative of the Society for News Design in Venezuela (1998)

languages

Native Spanish speaker. Fluent in English. Basic knowledge of French.