



# EDGAR SIERRA

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I'm a creative professional with more than a decade in advertising and marketing. My objective is to express an organization's brand values and identity through excellent design. My process is to study and understand a team's goals, solve for each creative problem, then bring it all together in a cohesive brand identity.

## EXPERIENCE

### **Celebrity Cruises / Senior Graphic Designer** 2015–Present

As the senior graphic designer, my role consisted of:

- Designing tool kits, logos, and brand guidelines for new initiatives.
- Developing and ensuring that new launches and campaigns were consistent with brand guidelines.
- Reviewing briefs and finding creative ways to solve challenges by working with the creative director, copywriters, and project managers.
- Developing easy-to-use templates to help the design team create consistent emails, paid digital, icons, and printed ads.
- Creating social media campaigns for several initiatives, working together with the writing team.
- Developing digital, social, and print assets for promotional campaigns.
- Creating naming formats and systems to organize assets for the team.
- Developing presentation decks on brand initiatives for executives.
- Designing printed posters, billboards, banners, and digital screens for branded events.

### **MPOWERD Inc. / Art Director** 03/05/15–09/20/15

In this inflatable-solar-power lamp company, as the art director, my responsibilities were to:

- Work with the team to redesign the brand.
- Redesign and extend new products and packaging.
- Handle user experience design (UX) for the website.
- Compose graphics and visuals for stakeholders, partnerships, and media plan presentations.
- Develop new product concepts for potential partnerships.
- Collaborate with the team to develop social media campaigns.
- Lead and assist the junior graphic designer in tasks.
- Create and deliver translated versions of product packaging.

### **Stanton / Senior Graphic Designer** 2013–2015

As a lead designer in the Greater Miami office, I managed three shoe brands for which my duties were to:

- Strategize and create the daily content for two social media accounts of shoe brands well established in South America.
- Create engaging and impactful infographics for two brands.
- Produce packaging, apparel, and logo designs for several brands.
- Handle the rebranding of web UX.
- Design 2014 FIFA World Cup apps for multiple brands.
- Record and edit videos for upcoming initiatives.

### **Dreamhouse Entertainment / Editor, Designer** 2012–2013

As a senior designer for two national Spanish-language entertainment channels, my projects included:

- Creating promos, banners, and lower thirds with Adobe After Effects.
- Editing TV shows and published episodes for both channels using Adobe Premiere Pro.
- Designing printed flyers, folders, and collateral.

### **Kompani Group / Graphic Designer** 2012

In this business-management company, my role consisted of:

- Creating new and modifying legacy graphics and layouts for multiple clients.
- Working on package design, logo development, social media banners, and other projects.

### **The Art Institute / Adobe Suite Tutor** 2011–2012

Part of the Learning Center team for the university, I focused on:

- Tutoring students in Adobe Photoshop and Illustrator skills.
- Overseeing and approving projects and giving feedback on final deliverables.
- Explaining the export process of each software program and how to deliver final work.

## EDUCATION

Miami International University of Art & Design 2009–13  
Bachelor of Fine Arts (BFA)

Art Instruction Schools 2008–11  
Illustration course

## HOBBIES

- Drawing
- Photography
- Traveling
- Movies
- Crafting
- Music

## SKILLS

- Adobe Creative Suite:**
- Adobe Photoshop
  - Adobe Illustrator
  - Adobe InDesign
  - Adobe After Effects
  - Adobe Lightroom
  - Adobe Acrobat
- Microsoft Office**
- Powerpoint
  - Microsoft Word
  - Excel
- Branding**  
**UX**  
**Illustration**  
**Photography**  
**Brainstorming**  
**Basecamp**  
**Workfront**  
**DropBox**  
**Procreate**

## CERTIFICATION

- LinkedIn Certifications:**
- Create a Brand Strategy
  - Social Media Marketing Foundations
  - Learning Art Direction
  - Logo Design: Techniques
  - Drawing Vector Graphics: HandLettering
  - Communicating about Culturally Sensitive Issues
  - Learning Art Direction
  - Learning Personal Branding
  - Typography: Type in Motion

## LANGUAGES

- English**  
(Native or Bilingual)
- Spanish**  
(Native or Bilingual)
- Portuguese**  
(Beginner)

## AWARDS

- Commodore Award 2019
- President's List 2013