

# Carla Rocha

Graphic, UI & Web Designer

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## Profile

Portuguese Graphic Designer, seeking remote work in the field of UI, Graphic and Web Design.

Dedicated, determined, organized, a fast-learner and a team-player.

## Skills

|                   |               |
|-------------------|---------------|
| Adobe Illustrator | ● ● ● ● ● ● ○ |
| Adobe Photoshop   | ● ● ● ● ● ● ○ |
| Adobe InDesign    | ● ● ● ● ● ● ○ |
| Adobe XD          | ● ● ● ● ● ● ○ |
| HTML              | ● ● ● ● ● ● ○ |
| CSS               | ● ● ● ● ● ● ○ |
| JavaScript        | ● ● ● ● ○ ○ ○ |

## Languages

|              |               |
|--------------|---------------|
| Portuguese   | ● ● ● ● ● ● ● |
| English      | ● ● ● ● ● ● ○ |
| Spanish (ES) | ● ● ● ● ○ ○ ○ |

## Academic

### Raritan Valley Community College

Associate of Science | May 2020

#### Interactive Design and Web Development

GPA: 3.84

Dean's List: 2018 & 2019 | President's List: 2020

Phi Theta Kappa Honor Society Member

Academic Award for Excellence

### Escola Superior de Artes e Design - IPEliria

Bachelor (as evaluated by SpanTran) | June 2012

#### Graphic and Multimedia Design

GPA: 3.00

## Experience

### Graphic Designer at DGL Group

📍 New Jersey, USA | August 2020 - present

- Design presentations, product sell sheets (promotional and informative sheets) and other marketing materials for CE, toys, beauty and novelty products
- Conceptualize, research, design and prepare packaging for production of toys and CE products
- Incorporate feedback from team members and clients in the designs
- Print and mock-up packaging samples
- Logo and brand design
- Train new team members

### Volunteer Web Designer at JerseySTEM

📍 New Jersey, USA | September 2019 - November 2020

- Maintained and updated the website
- Implemented of SEO strategies
- Designed posters, newsletters and other promotional material for workshops and classes

### Intern Graphic Designer at Fundación Teknon, Hospital Quirón Teknon

📍 Barcelona, Spain | January - August 2014

- Developed concepts and promotional material for events
- Designed and managed social media campaigns

### Intern Graphic Designer at HDG Azores

📍 Ponta Delgada, Portugal | January - September 2013

- Presented and discussed rationales and designs to Creative Director and other team members
- Developed concepts, artworks, layouts and designs for ad campaigns
- Designed wireframes and pages for websites and apps
- Logo and brand design
- Photo editing

## List of Professional References

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### Nora Melgarejo

Board of Directors & Local Classes Coordinator, JerseySTEM

✉ nora.melgarejo@jerseystem.org

📞 917-992-4692

### Steve Caruso

Instructor of Arts and Design & Program Lead of Interface Design & Web Development (IDMX), RVCC

✉ steven.caruso@raritanval.edu

### Mónica Martínez Durán

Director, Fundación Teknon

✉ mmartinez@cmteknon.com

#### Recommendation Letter

"In the period Carla worked with us, she proved capable of adapting quickly to new situations. She is a cheerful and curious person, but at the same time she has a high sense of responsibility, she also is thoughtful and able to hear. Carla is always ready to help colleagues with ideas and valuable opinions."

### Luis Rego

Creative Director, HDG Azores

✉ luis.rego@hdgazores.com

#### Recommendation Letter

"Carla is a designer that in the period she worked at HDG Azores left an excellent image as a professional. She rapidly integrated the team and easily learned the spirit and methodology here at HDG. She has a good knowledge of all work tools, which give her great flexibility to work on different platforms for different outcomes. I believe that her professionalism is due to her academic education, but also thanks to her development as a person. Carla is polite, respectful of her colleagues' space and respects schedules. But above all she is responsible. This is why, she knows that although it is important to be on time, the most important is the fulfillment of the task and the responsibility assigned to her.

In addition to the technical, methodological and behavioral aspects, whenever necessary, Carla presented good conceptualizations and strategic rationales to the work she had to develop. The last relevant point that shows a true team spirit is the fact that Carla is always available to help her team and colleagues, both in terms of her professional and personal skills."