

Daniela Morales

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Portfolio: [behance.net/dani1294](https://www.behance.net/dani1294)

Objective

Share and broaden my knowledge, and implement innovating, functional and unique solutions for any type of interactive communication and design project, while causing an impact on others in a multicultural environment.

Education

- Digital Media M.A. 3.975/4.0 GPA. University of Central Florida (UCF). May 2020.
- Diploma in Web Technology. 20/20 (4.0/4.0) GPA. Universidad del Zulia (LUZ). 2015.
- Graphic Design B.A. 1st in Class. Summa Cum Laude. 19.391/20 (3.878/4.0) GPA. Universidad Dr. Rafael Belloso Chacín (URBE). 2015.

Work Experience

- Production Artist. Scope Imports. August 2020 - Present.
 - Design textile prints and patterns.
 - Create sketches and mockups of company products.
 - Design and update company catalogs.
 - Graphic Design.
 - Photography.
 - Brainstorm with multi-functional teams to create new products.
- Editorial Designer. Arrebol Editorial. June 2019 - Present.
 - Editorial mock-ups.
 - Design book layouts and covers.
 - Graphic Design.
 - Brainstorm ideas with publishing team to fit each book's identity.
 - Adapt each design accordingly.
 - Illustrate reference images.
 - Pre and post editorial production for print and e-books.
- Online Private Instructor. ID Tech Camps. June 2020 - December 2020.
 - 1-on-1 STEM tutoring for children.
 - Teach online lessons in Scratch, Adobe Animate, Premiere Pro, After Effects, Photoshop.
 - Customize curriculum to students' unique interests and skill levels.
 - Participate with co-workers to continuously improve student experiences.

- **Graduate Research Assistant.** Supervisor: Timothy L. Sellnow, Ph.D. University of Central Florida. Fall 2019-Spring 2020.
 - Create different visual elements to reference the research that is being developed.
 - Brainstorm and create different strategies to portray the information given.
 - Collaborate with other students and faculty towards the success of the ongoing research.

- **Freelance Graphic Design.** 2015-Present.
 - Develop personalized visuals in a variety of topics including biology, communication, psicoanalysis, and topography for academic texts, books, conferences and symposiums.
 - Packaging Design.
 - Create flyers and posters.
 - Brand images.

- **Design, Marketing and Sales Coordinator.** Empire Network Realty. 2017-2019.
 - Develop visual elements for property listings and promotion.
 - Assist agent in marketing strategies and image creation.
 - Coordinate design and marketing elements with the design team.

- **Graphic Design, Marketing and Sales Assistant.** Vargas Team. 2015-2016.
 - Collaborate with the marketing team to develop visual elements for property listings and marketing.
 - Assist agents in marketing strategies and image creation.

- **English Teacher.** Fast Track English Workshop. 2013-2015.
 - Teach English as a second language to Spanish speakers.
 - Develop lesson plans.
 - Tailor educational needs to students based on their performance and learning development.

Languages

- English: Fluent.
- Spanish: Native.

Tech Skills

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| ▪ Adobe Illustrator | ▪ Adobe Premier Pro | ▪ Tinkercad |
| ▪ Adobe Photoshop | ▪ Scratch | ▪ Microsoft Word |
| ▪ Adobe InDesign | ▪ Arduino IDE | ▪ Power Point |
| ▪ Adobe After Effects | ▪ Processing/Java | ▪ Excel |

References available upon request.