

C O V E R L E T T E R

OBJECTIVE

To obtain a position within your organization where my comprehensive background as a Graphic Designer, Design Project Manager, AI Prompt Specialist, and no-code Web Designer enables me to deliver quality and effective branding and marketing design projects.

WHY ME?

Consider me because I have a solid background in design principles, particularly in style, typography, color, and composition layout. I am a professional designer with a collaborative approach and a growth mindset, making me a valuable asset in any forward-thinking design environment.

Consider me because I am part of the transformative journey that Graphic Design is undergoing by integrating cutting-edge Artificial Intelligence technology. As an AI Prompt Specialist, I deliver high-quality graphics, images, and photos for multiple design projects by crafting precise, detailed, and well-thought-out prompts. These prompts result in valuable images that seamlessly integrate into my designs, maintaining consistency in textures, color palettes, and overall style.

Consider me because I possess a strong understanding and technological expertise in preparing high-resolution CMYK print files (prepress) and RGB files for web. I have worked with several offset and digital printing equipment and tools. I have also supervised teams of up to eight designers and managed budgets for certain design print projects, as well as several trade shows, sales conventions, and product presentations.

Consider me because I am legally eligible to work anywhere in the United States and, as a U.S. citizen, I do not require sponsorship. Additionally, I am bilingual in Spanish at an advanced level with communication skills and a deep understanding of the U.S. Hispanic-American culture.



R E S U M E

SUMMARY

Detail-oriented, analytical, and highly proficient Graphic Designer with a proven track record of success in branding and design project management. Skilled in the latest and leading design and productivity software, equipment, and technologies. Seasoned as an AI Prompt Specialist with a successful performance in creating extremely precise prompts, effectively guiding Artificial Intelligence as a very productive tool to execute and integrate high-quality design projects. Fully experienced in design for both print and digital mediums, specializing in the creation and conceptualization of compelling visual communication for wholesale and consumer products, point-of-sale material, graphics for video, web, and print. Meticulous in designing and executing trade show booths, graphics, and structures, from conceptualization to dismantling. Bilingual in Spanish at an advanced level.

SKILLS

- Strong understanding of design by solid and expert use of typography, color, geometric shapes, and aesthetic layouts.
- Advanced proficiency in Adobe Creative Suite, particularly Illustrator, Photoshop, InDesign, Acrobat, Dimension, and Premiere Rush.
- Skilled in creating precise prompts to seamlessly integrate AI-generated assets into designs, maintaining consistency in overall style.
- Exceptional in all creative phases, from planning and conceptualization to execution and professional delivery.
- Proficient in Canva, Apple iWork, Google Workspace, Microsoft Office, Figma, Sketch, Slack, Dropbox, SVG Editor, Mockup, and more.
- Solid experience creatively supervising and directing professional photo shoots with a keen eye for aesthetics and details.
- Strong proficiency in creating digital presentations with Apple Keynote, Microsoft PowerPoint, and Google Slides.
- Advanced proficiency in no-code web design, building modern websites and landing pages using no-code web platforms.
- Proficient experience in Wix web builder, Bubble.io, or WordPress.
- Proficiency in AI prompting through OpenAI's GPT/DALL-E, Perplexity, Google Gemini, and several AI models.
- Proven ability to adhere to brand and style guidelines while creating new design content.
- Comprehensive understanding of digital pre-press file preparation for both digital and traditional print processes.
- Expertise in manipulating high-res files for print in CMYK or Pantone, and RGB low-res image formats for the web.
- Proficient in iColor ProRIP software, Scitex pre-press workstations, and drum scanners. 5-color (CMYK+W) digital printers.
- Solid understanding of Stahls' Hotronix Fusion IQ heat presses, Roland eClass vinyl cutter, and HP DJ T1100 plotters.
- Experience in marketing project management, handling and contracting external print shops, staff, and several different vendors.
- Fluent in Spanish and English, enhancing communication across diverse audiences.

EXPERIENCE

Principal Graphic Designer
Spirit of '76 LLC - Columbia, Missouri
2014 – 2024

Designed product catalogs, all collateral materials, and several magazine ads, including memorable comic characters and concepts. Produced a wide range of layout designs for numerous print projects, banners, billboards, social media content, and web assets. Successfully enhanced corporate brand identity, increasing image recognition in the American wholesale fireworks industry. Led innovative photo shoots and demonstrated strong photography skills and Photoshop skills in image retouching. Designed dozens of iconic product labels for the RealTree and SkyBacon brands, achieving successful recognition among end consumers. Created a trade show booth bringing the company to events at the highest level, consistently surpassing sales records for eight consecutive years. Produced successful graphic and marketing materials for more than 250 attendee product demo events.

Graphic Designer, Design Project Manager
Vertilux Ltd - Miami, Florida
2004 – 2014

Executed professional design work, including corporate logos, graphics, and art-directed graphic design for hundreds of successful advertising assets. Established the first company website, social digital presence, and webmail system, obtaining historical changes and innovative results. Designed and developed innovative product sample books, fabric technical binder cards, and color sample decks to position consumer collections in retail markets through major sales channels such as JCPenney, Lowe's, Home Depot, and international distributors. Effectively managed the company marketing budget, ensuring record annual results for over a decade. Organized conferences and iconic events, including trade show graphics, structure design, and logistics in the U.S., South America, and Germany, obtaining record annual sales yearly.

EDUCATION

Bachelor in Graphic Design (Validated by a foreign credential evaluation service, DOL & DOE)
Instituto de Diseño Perera, Caracas Venezuela

CONTACT

Email: louisblanco.designer@gmail.com - LinkedIn: www.linkedin.com/in/louisblanco - Portfolio: www.louisblanco.com
Phone: 1 (808) 475-5252 - Orlando, Florida. Orange County. United States

