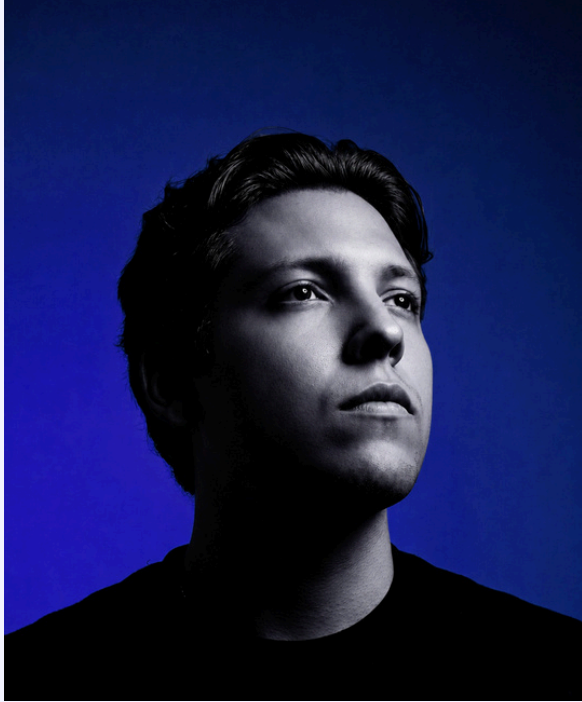




NELSON DJOUWAYED

BRAND SPECIALIST
GRAPHIC DESIGNER

Highly skilled, detail-oriented product and brand designer with over 8 years of experience delivering creative solutions across every digital and physical space. I'm passionate about design and every form that it can be represented, whether is layout, social media, branding or a website. I got you.

LANGUAGES

SPANISH

Proficiency: Native

ENGLISH

Proficiency: Expert, Fluent

TECH SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)
- Wordpress & Webdesign
- Figma, Adobe XD.
- UI/UX Design, Wireframing, Prototyping.
- WordPress Development.
- Photography & Editing
- Video Editing
- Production & Post-Production.
- Social Media Strategy, Branding & 3D Design.

KEY PROJECTS

- **Branding for Buena Aventura and Los Roques (Tuna Brands):** Developed full branding, logo design, and packaging, increasing market recognition. [Website](#) | [Instagram](#)
- **Game Design for Plus Ultra (Spaniard Airline):** Created visual design for a soccer-penalty game and a lead-generating landing page. Coordinated with developers for implementation. [Website](#)
- **Website Redesign for Next Step Connections:** Redesigned 15+ pages for a global internship platform, optimizing UX and SEO. [Website](#)
- **Digital Assets for Galaxy Kids (Learning Platform):** Designed interactive assets for a platform teaching kids new languages. [Website](#)
- **Branding for Café Doña Mercedes (Coffee Brand):** Delivered a comprehensive branding package, including logo and packaging. [Insta](#)

WORK EXPERIENCE

1 SENIOR GRAPHIC DESIGNER LEAD
Expressions By Design, Boise, United States
May 2026 - December 2026

- Led the creation of visual content, branded assets, and digital/print materials for clients and internal marketing initiatives.
- Served as a primary client contact, guiding projects from initial brief through design, production, and delivery.
- Collaborated directly with the Creative Director and leadership team to develop marketing, social media, and brand strategies.
- Developed and coordinated creative assets for social media, campaigns, promotional materials, and digital platforms.
- Managed multiple projects simultaneously, coordinating priorities, timelines, client needs, and production requirements.

2 FREELANCE GRAPHIC DESIGNER
Since 2017 - Present

- Delivered creative solutions for over 40 clients, maintaining a 95% satisfaction rate.
- Specialized in branding, UX design, and digital content creation, helping clients achieve measurable business goals.

3 SENIOR GRAPHIC DESIGNER
Mad Man Agency, Caracas, Venezuela
September 2021 – January 2023

- Delivered tailored visual strategies and over 2,000 digital assets for local clients, boosting brand visibility and engagement metrics.
- Designed multimedia assets, including promotional videos and animations, resulting in a 20% average increase in campaign engagement across social media platforms.
- Enhanced client retention rates by ensuring consistent delivery of high-quality visual content.
[Instagram](#)

WORK EXPERIENCE

4 CREATIVE DIRECTOR
The Roof Agency, Caracas, Venezuela
January 2019 – August 2021

- Managed 20+ clients requirements, overseeing all creative operations and ensuring alignment with brand objectives for each one.
- Produced and edited over 400 hours of digital and visual content, including commercials, educational materials, and ads tailored to diverse industry needs.
- Led a team of designers, marketers, and copywriters to achieve weekly and monthly goals.

4 JUNIOR DESIGNER
Bla!Bla! Marketing (now Estoeflag),
Caracas, Venezuela
April 2017 – December 2018

- Designed 1,000+ digital assets, boosting client engagement and brand identity.
- Assisted in aligning creative processes with emerging trends.

EDUCATION

COLEGIO INMACULADA CONCEPCIÓN
2012-2017 | Highschool

INSTITUTO UNIVERSITARIO DE DISEÑO LAS MERCEDES
2018-2022 | College degree in Graphic Design

GOOGLE CAREER CERTIFICATES
2022-2023 | User Experience Design (UX)

SOFT SKILLS

- Creative Strategy
- Project Management
- Collaboration and Leadership
- Client Relationship Management
- Divergent Thinking
- Team Player
- Friendly