



# GUSTAVO ZELAYA

Graphic Designer // Web Developer // Illustrator

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I am a creative Graphic Designer with 5-year background developing computer-assisted art and designs. Adept at aligning designs with brand values. Well-versed in the Adobe Creative Suite. Looking to obtain a new, challenging position. Works well under pressure, adaptable, and ready to be strong team player.

## EXPERIENCE

2020 - PRESENT

EXPONENTIAL PROPERTY GROUP

### UX-UI Designer

- Verified correct rendering and functionality of designs with thorough testing.
- Solved complex technical design problems by working with cutting-edge technologies.
- Brainstormed and implemented innovative ideas for improving products and user experiences.
- Designed and built multi-platform software applications for Property Management use.

2017 - 2020

IGNITION CREATIVE GROUP

### Graphic Designer and Web Developer

- Drove client exposure by aligning design work with brand image and values.
- Photographed new products, clipped images, and cataloged final versions in library of graphics assets.
- Created print advertisements, e-mail marketing campaigns, and package designs.
- Created highly responsive and scalable web applications for use in different industries and client environments.
- Held regular group meetings to address concerns, hash out issues, and brainstorm new ideas.

2015 - PRESENT

ZELAYA DESIGN COMPANY

### Freelance Graphic Designer

- Supported company branding efforts with logos, stationery and cohesive social media imagery and graphics.
- Stayed at forefront of graphic design technology and techniques with continuous research and professional development.
- Leveraged multi-software expertise to retouch and manipulate images in support of project objectives.

## SKILLS

Graphic design, Brand image management, Project management, Strong communication, Product photography, Complex problem solving, Interface design, Software testing, Image editing, Animation design, Deadline adherence, Client relations, Task prioritization, Team player

## SOFTWARE

Adobe Illustrator, Photoshop, Indesign, Premier Pro, After Effects, HTML5 & CSS, Wordpress, JavaScript, PHP

## EDUCATION

2017 - 2020

### Steven's Henager College

Graduated with a BS in Graphic Design and Web Development

2016

### Wasatch High School

Graduated with Honors and a Graphic Design Pathway certificate.

## REFERENCES

Available Upon Request

## CERTIFICATIONS

2020

### Adobe Photoshop

2020

### Adobe Indesign

2018

### Adobe Illustrator

## PORTFOLIO

<https://zelaya.co>