

Raúl Sosa

Bilingual designer crafting *meaningful*,
human-focused experiences

Contact

984-260-1151
rsosa1287@gmail.com
raul-sosa.com
behance.net/rsosa12

Skills

- Animation
- Branding
- Fluent in Spanish
- HTML/CSS
- Illustration
- Public Speaking
- Video Editing
- Visual Design

Tools

- Cinema 4D
- Google Analytics
- Microsoft Office Suite
- Wordpress
- CRM Platforms (Zoho, Hubspot)
- Email Marketing Platforms (Mailjet, Mailchimp, Constant Contact, Icontact)

Education

Anthem Institute

Visual Communication
March 2010
Jersey City, NJ

Experience

User Interface Designer UI UX

Cascades Technology | Ad Hoc LLC

MAR. 2023-PRESENT

- Secured a Public Trust Clearance (Tier 1) for government contract work with the General Services Administration (GSA).
- Supported user experience (UX) testing of new website features to ensure compliance with presidential executive orders.
- Contributed to social media marketing campaigns across Instagram, Facebook, and Twitter using Adobe Suite tools.
- Participated in developing accessible Alexa voice skills, incorporating inclusive design principles.
- Ensured Section 508 compliance for digital assets (videos, web components, PDF's), considering accessibility for screen readers and users with disabilities.
- Communicated with developers using JIRA tickets and created design mockups (Figma, Mural, XD) for improved site clarity.
- Expanded brand guidelines using Adobe Suite tools for videos, logos, icons, illustrations, and web standards.

Freelance Designer

Rsosadesign | Friedarts

AUG. 2009-PRESENT

- Utilize Adobe XD & Figma to create high-fidelity wireframes and prototypes for web design projects for clients like Charley St., Queen V, Health House, and others.
- Collaborate with designers, agencies, and clients throughout the entire development process, from initial concept to final launch. Assess and prioritize strategic opportunities for websites, effectively explaining and justifying recommendations.

Design Consultant (Contact)

Varident LLC

JAN. 2023-MAR. 2023

- Defined, planned, developed, tested, and executed UX strategies. Utilized sketching, wireframing, and high-fidelity prototypes (Adobe XD/Figma) to create high-impact, efficient designs.
- Developed brand systems for existing sites, ensuring a consistent and repeatable structure across platforms.
- Participated in stakeholder meetings to analyze user needs and propose solutions to UX problems.
- Established design concepts for editorial and print production.

Digital Designer

Kompleks Creative

APR. 2022-OCT. 2022

- Led full-cycle design projects (print/editorial, branding, web) from concept to completion within an agile environment, serving clients nationwide.
- Championed user-centered design through UX strategy, sketching, wireframing, and high-fidelity prototypes (Adobe XD) for maximum impact and rapid delivery.
- Managed projects effectively using task management platforms, ensuring clear communication with developers, stakeholders, and clients. Presented and justified design recommendations to secure client buy-in.
- Mentored junior designers, fostering a collaborative and knowledge-sharing environment.
- Conceptualized designs for print/editorial, branding, and web projects for clients such as North Carolina Central University (NCCU), Duke University, Lincoln Community Health Center, College in High School Alliance, among others.

Lead Designer

PRAYD S.A

JAN. 2018–APR. 2022

- Developed winning strategies and fostered long-term client partnerships by building trust and strong relationships.
- Streamlined client workflows and optimized website performance through CRM's, email marketing, and social media integrations.
- Created and managed website content using WordPress cms, while also mapping user journeys to define long-term goals and vision for e-commerce and business websites.
- Mentored new hires in design processes and file management, while also collaborating with design and development teams to define, plan, develop, and test solutions.
- Researched, planned, presented, and executed transformative evidence-based experiences for web and digital solutions.

Lead Designer

Delpuerto Producciones S.A

APR. 2016–JAN. 2018

- Assisted in creating engaging video content using Cinema 4D, Adobe Premiere Pro, and After Effects.
- Collaborated on designing and developing mobile apps, crafting user flows and visual interfaces.
- Managed website content with WordPress cms while also researching, planning, and executing user-centered experiences for web and digital solutions.
- Furthered brand development of internal products: Puñetere, Jocelito, and Paola Olaya, among others.
- Worked with clients to assess and prioritize strategic opportunities in an agile environment, explaining and justifying recommendations.
- Notable clients include: Maní Cris, Cervecería Nacional, and the Ministry of Drug And Alcohol Prevention (Ecuador).

Graphic Designer

Creativos Publicidad

SEPT. 2015–DEC. 2018

- Created compelling designs for large-scale printing materials (roll-ups, banners, billboards) using Adobe Illustrator.
- Learned print-production fundamentals for offset, laminated, and large-scale printing projects.

Graphic Designer

AZCO Corp

FEB. 2014–JUN. 2015

- Developed design strategies according to business specifications which resulted in more sales and improvement in the communication of changes, delays, or completion of tasks.
- Implemented changes in tear sheets, web design, direct mailers, and other printed materials
- Learned Magento cms platform for online publishing.

Graphic Designer

MyPublisher

MAY 2012–JUL. 2013

- Aiding the design department, I produced illustrated svg cards for sale on a dedicated platform resulting in roughly more than 500 cards on the system.
- Collaborate with development teams on a case-by-case basis to resolve issues and complete deadlines.

Summary

Over a decade of professional experience means you can rest easy knowing your work is in expert hands. My focus is creating a seamless interaction across departments, collaborating across teams, and bringing confidence into a new role. I have held meetings with shareholders, led and trained teams while maintaining brand standards, and executing transformative evidence-based experiences. I would like to discuss the position further and what skills I would bring to the table. Thank you for considering my application.

Questions? Let's meet.