



Annelies Dominguez | Senior Designer

954.849.8044 | annelisedomingz@gmail.com | Portfolio: adominguezdesigns.com | [LinkedIn](#)

Profile

A Senior Designer with over 8 years of experience. Specializes in UI Design, digital marketing, and experienced in working on large and small-scale print projects. Demonstrated ability to deliver innovative visual solutions while maintaining keen attention to detail. Highly adaptable, capable of taking the lead on projects, and proficient in guiding and collaborating with a team of designers.

Skills

UI/UX Design, Figma, Sketch, Invision, Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe InDesign,, AdobePremiere, Adobe After Effects, Adobe Lightroom) Video Editing, Presentation Design, Foleon, Unbounce, WordPress, Microsoft Word, Power Point, Keynote, VS Code, HTML, CSS, Java-script, MailChimp, Constant Contact, Illustration, Typography, Branding, Digital Marketing, Print Design

Experience

November 2021 - Current | PartsBase Inc. | Senior Designer

Digital Media and Web

- Crafted engaging social media posts and dynamic campaigns across multiple platforms.
- Produced captivating infographics and illustrations to enhance brand visibility and support sales initiatives.
- Spearheaded UI web design projects for PBEXPO, a major expo event, including homepage design and the development of concise landing pages.
- Conceptualized and brought to life 10- to 30-second videos and animated gifs tailored for social media engagement.
- Skillfully edited testimonial videos and b-roll footage for optimal presentation on social media and website platforms.
- Designed a diverse array of email graphics to bolster marketing campaigns, collaborating closely with the Marketing Director and proficiently building email templates in Mail chimp.
- Contributed to the creation of digital banners for PartsBase and client advertising endeavors.

Print and Branding

- Designed a wide range of print projects, such as trade show banners, large-scale trade show booths, collateral, catalogs, one-sheets, brand guidelines, and promotional materials.
- Actively participated in collaborative brainstorming sessions with the design team and Art Director to develop creative marketing campaigns and impactful print materials.
- Played a key role in unifying the brand's visual identity and contributed to the creation and maintenance of brand guidelines, working closely with the Art Director.
- Produced distinctive graphic treatments and illustrations for brand-specific applications, benefiting both PartsBase and PBEXPO's visual identities.

Battle MediaLab

May 2019 - November 2021 | Senior Designer

May 2015 - May 2019 | Graphic Designer

Digital Media and Web

- Collaborated closely with in-house developers to deliver sitemaps, wireframes, style guides, mockups, and assets.
- Provided essential support to in-house developers by overseeing content management across diverse CMS platforms, such as WordPress, Magento, and Drupal.
- Collaborated with the web team to address User Experience and UI design challenges, actively participating in creative problem-solving.
- Conceptualized and built interactive materials such as HTML5 animated banners for various clients.
- Conducted client training sessions, imparting proficiency in various Content Management Systems (CMSs).
- Led the management of substantial B2B web projects, ensuring successful outcomes for a prominent website.



- Worked in close coordination with the Creative Director, Art Director, and design team to craft wireframes and mockups for multi-page websites, optimizing designs for both desktop and mobile platforms.

Print

- Executed various print projects including posters, flyers, direct mailers, collateral, trade show booths, catalogs, and promotional materials.
- Actively contributed to the creative process by collaborating with the design team to develop impactful marketing campaigns.
- Played a pivotal role in crafting branding solutions for clients, including logo designs and print materials, in close partnership with the Art Director and designers.

September 2014 - May 2015 | FAU | Jr. Graphic Design Intern for University Galleries

Digital & Print

- Played a vital role as a catalog layout design assistant, actively supporting the lead designer in creating various catalogs and related materials.
- Collaborated closely with the lead designer on the design and production of a wide array of print materials, including brochures, direct mailers, large vinyl wall decals, and eye-catching flyers.
- Spearheaded the design of the annual show catalog, working in tandem with artists and managers to expertly craft the layout using InDesign.
- Designed logo for New Art Show with brochures, postcards, and wall vinyl.
- Provided valuable assistance in the installation of vinyl lettering and gallery signage for an immersive visual experience.
- Contributed to the execution of email marketing campaigns utilizing Constant Contact for the University.

Awards/Recognition

2018 Addy Awards - Best Interactive

Collaborated and Assisted UI/UX design for Battle Medialab Website

2013 - 2015

Presidents list

Dean's List

Education

January 2018 - December 2020

M.A. Web Design and New Media

Academy of Art University

January 2013 - May 2015

BFA Graphic Design

Florida Atlantic University

August 2010 - December 2012

Associate of Arts Degree

Broward College

Certifications

2021

SheCodes Plus Workshop

SheCodes Basics Workshop

SheCodes Responsive Workshop

2023 - 2024

Design Lab UX Academy

Currently working on a 6 month certificate in UX/UI design