fp

Luis Popoca
Graphic Designer | Strategist

252.213.6532

popocacreative@gmail.com

popocacreative.com

EXPERIENCE

Brasco ///

Senior Web Designer | November 2023 - Present

→ Create **UX/UI audits and analyses** that support in determining client goals

→ Support in the creation of **website strategies** to outline UX/UI needs and goals to ensure a quality product

→ Create **modern and quality website designs** that meet the clients marketing needs

→ **Develop custom websites** from scratch using **WordPress** and website builders, such as Divi and Elementor

→ **Present and collaborate** with clients on website strategies and designs

→ Support in design needs for digital and traditional marketing, such as **display ads, social ads, and landing pages**

Senior Graphic Designer | November 2022 - November 2023

→ **Designed and developed websites** using Adobe XD and WordPress builders, Divi and Elementor

→ Created **digital display ads**, including **static ads, HTML5 ads, and video ads** for Google Display and social media

→ **Collaborated with designers** to create full **website design patterns** for use in website development

→ **Presented to clients** with the support of the Creative Director

VisionPoint Marketing

Interactive Graphic Designer | September 2017 - September 2022

→ Created **full integrated marketing campaigns for higher education clients**, including research, strategy, and design

→ Supported in the creation of smaller budget digital marketing efforts

→ Mentored interns and junior designers

→ Led full university website redesign projects, and collaborated with developers to ensure smooth design to development transitions

→ Presented multiple rounds of design to client contacts and university stakeholders

Graphic Designer | April 2015 - September 2017

→ Created digital solutions such as **digital display ads, landing pages, and social media ads**

→ Supported in **creating full-funnel marketing campaigns**

→ Supported in **expanding internal digital processes** and company processes

EDUCATION

B.F.A Graphic Design

The Art Institute of Raleigh-Durham

Graduated March 2015

SKILLS

SOFTWARE

Adobe Creative Suite

Adobe After Effects

Adobe XD

Sketch

Figma

Google Web Designer

WordPress

Elementor

Divi

TECHNICAL

Print Layout

Motion Graphics

Animated Banner Ads

Website Prototypes