



Carolina Garcés

Graphic & Communication Designer



Contact Information:

ID: 1715829436

+593 998556958

Quito - Ecuador.

carolina.garces.e@gmail.com

24/05/1990. Married.

www.carolinagarces.com



Studies:

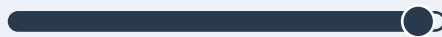
Graphic & Communication Design - Graduated. [January 2009 - June 2014.]
San Francisco de Quito University. Ecuador.

Master in Digital Marketing - Graduated. [May 2022 - May 2023.]
INESDI Digital Business School. Spain.



Skills & Knowledge:

Adobe Illustrator



Adobe Photoshop



Microsoft Word



Microsoft Power Point



Microsoft Excel



Languages:

Spanish:
Native Language



English:
Advanced



Goals:

Personal and professional growth.

New skills experience and developing.



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Work experience

CG Independent Design - Freelance Business Owner

01/01/2020 - Present day

I have been running my independent Communication Design business as a freelancer; I mainly carry out the following activities:

- Corporate presentations design and development
- Infographics design
- Corporate materials design (agenda, signage, internal communication, mailing, etc.).
- Content creation for social networks and visual designing for social media.
- Branding and image creation
- Several artworks according to customers needs.

ReinventED Schools - External Designer.

01/20/2020 - 31/08/2022

Content planner and creator, visual artwork designer and strategic communication in social networks developer. Responsible of the design of internal and external communication pieces for the institution, as well as the signage pieces on campus; design and development of stationery and tools for internal use, such as personalized agendas for different levels, reports presentations and design and development of elements that contribute for a better communication management in the institution community.

Results:

- Exponential growth of visibility, interaction and follow-up on social networks such as Instagram and Facebook.
- Establishment of institutional graphic guidelines.
- The staff of the institution has been provided with tools that have facilitated the flow of communication and organization among the entire ReinventED Schools community.

DeliKids - External Designer.

01/09/2020 - 20/01/2022

- Development of communication strategy in social networks, content creation and visual artwork design.
- Development of arts for advertising in digital and print media.

Results:

- Growth of the community in social networks and interaction with the brand.
- Brand awareness and strategic contact with ideal client.
- Development and establishment of graphic guidelines for the brand.



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Work experience

KEYWORD ECUADOR S.A.

01/10/2018 - 01/01/2020

- Graphic Designer and creative.
- Infographics design and development for the purpose of communicating political, economic and legal issues at a national and international level.
- Design and development of corporate presentations.
- Direct work with Ecuador and Perú.

*I continued my relationship with the company as a freelance designer until 20/12/2021.

Sportime

01/08/2014 - 01/01/2017

- Development of creative proposals for events.
- Development of visual artworks.
- Art direction.
- Graphic design.
- Project development.
- Social media content management.
- Community Manager.
- Branding.



Work References

Francisco Guarderas - Uber Eats
Email: franciscoguarderas@gmail.com
Phone: +593 998423848

Sofía Andrade
Email: sandrade@keyword.com.ec
Phone: +593 999710835

Pamela López - DeliKids
Email: pcarolina12@hotmail.com
Phone: +593 984645006

Maríaluz Arellano - Sportime
Email: marialuzarellano@sportime.com.ec
Phone: +593 999803237

Gabriela Rumazo - Keyword S.A.
Email: grumazo@keyword.com.ec
Phone: +593 981433797

Marcelo Alarcón
Email: marcelo@sindicatoec.com
Phone: +593 997969314