

# LIDIA BARRERA

GRAPHIC DESIGNER & ILLUSTRATOR

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## PROFESSIONAL PROFILE

- Current student of SAIT's New Media Production and Design program seeking for a position as Graphic Designer
- Exceptionally skilled in graphic design software, including Illustrator and Photoshop
- Proficient in Adobe Creative Cloud programs including Premier pro, Audition, Xd
- Proficient in Microsoft Office Suite including Word, PowerPoint, Excel, Outlook, Teams
- Experienced in being the customer's voice, problem-solving and recommending solutions
- Developing strategic marketing plans that align with brand objectives and resonate with target audiences
- Crafting visually compelling marketing materials, including ads, and social media content
- Over 10 years' running client-focused independent business
- Graduate English teacher with group management and strong communication skills
- Strong capacity to work in teams and independently
- Demonstrated ability to work methodically and meet deadlines

## EDUCATION

### Current student of NMPD program

Graduation expected December 2023

Southern Alberta Institute of Technology (SAIT), Calgary, AB

#### Key Concepts

- Graphic design
- Web page design
- Adobe Creative Cloud
- Microsoft Office
- Communication skills
- Marketing Strategies
- Team long term projects

### English Teacher

Graduation April 2007

Universidad de Santiago de Chile (USACH)

#### Key Concepts

- Teaching English as a Foreign Language to Spanish speakers
- Group management
- Creative skills
- Content planning

## WORK EXPERIENCE

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### Independent Watercolor Illustrator

2020-Present

Santiago, Chile

- Complete up to 10 customized handmade orders a month.
- Deliver original custom artworks for clients.
- Work systematically to deliver orders on time.
- Offer a friendly experience throughout the creative process.
- Provide detailed attention to aesthetics

### Custom Stationary Designer

2008-2021

Self-employed

Santiago, Chile

- Successfully managed own graphic design business for over 10 years
- Conceptualize visuals based on customers' requirements.
- Produced more than 100 brochures, school certificates, planners, greeting cards and other digital or printed designs per year.
- Designed and printed wedding and birthday decoration, as other personalized items for customers' private events.
- Modified designs after customers' feedback.
- Established lasting and trustworthy relationship with customers.

### Substitute English Teacher

May-November 2007

Liceo Nacional de Maipú Highschool

Santiago, Chile

- Managed 8 groups up to 35 diverse students.
- Helped students develop team and individual studying skills.
- Substituted other teachers' classes when required by Administrative.
- Programmed monthly and weekly teaching/learning activities.
- Registered semiannual plans and activity programs on time and efficiently.

## VOLUNTEER

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2000 - 2021

Santiago, Chile.

Teacher and Head of the Young and Adult Women Committees, responsible for planning and organizing holiday events within a religious institution.

- Planning and delivering lessons to groups of up to 40 individuals, encompassing children, young and adult women.
- Organizing and overseeing events catering to 30 to 100 attendees.
- Devising project timelines in collaboration with team members, consistently meeting set target dates and deadlines.
- Supervising teams during event setup and dismantling processes.

## LANGUAGES

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- Spanish: Native
- English: Fluent

