PALOMA CARVALHO

Jersey City, NJ 07306 | (305) 713-4029 | palomamc@me.com | Portfolio

Creative, innovative, and solutions-focused professional with 7+ years of proven experience in graphic design and web development in various industries. Executes multi-faceted responsibilities, including conceptualizing visuals, studying design briefs, developing illustrations, logos, and other designs, and ensuring final graphics and layouts are visually appealing and on-brand. Possesses proven graphic design experience with a strong portfolio of illustrations, and equipped with design software and technology expertise instrumental in shaping the visual aspects of websites, books, magazines, and social media advertisements to communicate ideas and captivate consumers.

PROFESSIONAL EXPERIENCE

ADM Assistant, Marketing, Graphics & Website Designer/Front End Developer | Enviusbr   **Aug. 2021 – Apr. 2022**

- Provided troubleshooting and resolution for a wide array of laptop and desktop devices by communicating with customers, conducting root cause analysis to identify underlying problems, and installing any physical hardware or software as needed to resolve any incidents. Resulted in superior customer satisfaction ratings of 5-stars.

- Led communication processes by conferencing with customers, project team, and installation services to ensure project implementation, resulting in an increase in responsibility for maintenance of systems in the region.

- Developed company Logo, branding and overall website through coordinating with management to determine organization needs and architecting a website design, achieving massive increase in company sales and clientele.

Sales & Website Designer | Lawrence Jeffrey Estate Jewelers | Litchfield, CT   **Jan. 2021 – Jun. 2021**

- Maximized company training to complete jewelry sales for high-end clients through developing effective web designs, and attained thorough knowledge about sales procedures for a diverse clientele.

- Designed website for the company by determining company brand and vision, and developing a website that fit those needs. Resulted in recognition from employer as having the most aesthetically pleasing design ever seen in the company.

Courier ADM Assistant, Website Designer / Front End Developer & Graphics   **Jan. 2019 – March 2020**
Prime Log Courier | Doral, FL

- Provided web and graphic design services for the organization, while simultaneously performing administrative support for clients such as responding to calls and emails. Developed in-depth knowledge of logistics management and processes, as well as best practices for graphic design and web development work.

Website Designer / Front End Developer & Graphics | Brabox | Doral, FL   **Nov. 2017 – Jun. 2018**

- Developed a system that automates total payment amounts for clients and businesses abroad by transitioning all information and documentation to a digital platform, resulting in the complete elimination of manual calculations and significantly increasing sales.
- Collaborated with marketing team on graphic design work for social media and web marketing collateral.

Freelance Graphic Designer & Marketer   **As Needed**

- Design and develop websites for portfolios, start-ups, and small to medium-sized businesses at competitive prices, through intricate structuring, attractive design, useful content, and the use of tools that result in increased leads.

Website Designer & Marketing | Cookies by Shar | Miami Lake, FL   **Jan. 2015 – Feb. 2016**

- Designed an e-commerce website for this company, as well as creating graphic designs for social media and email marketing to communicate ideas that inspire, inform, and captivate consumers. Resulted in increased sales and high praise and recognition from employers for exceptional design work.

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ADDITIONAL NOTEWORTHY EXPERIENCE

- Succeeded in developing an online payment system for clients through effective system architecting and web development, resulting in ease of payment access and increased sales.

System Analyst Junior | Air Link Express | Remote   **Jan. 2013 – Feb. 2014**

ESL Assistant | Silicon Valley University in San Jose | San Jose, CA   **Aug. 2012 – Dec. 2012**

Display Coordinator | Tok Stok Furniture & Design | Brazil   **Jan. 2009 – Mar. 2010**

EDUCATION

Computer Science | De Anza College

Marketing & Public Speaking | Butte College

CORE SKILLS & COMPETENCIES

- Organization & Analysis
- Software Development
- Effective Problem Solving
- Digital Illustration & Imaging
- Content & Advertisement Creation

- Written & Verbal Communication
- Creative Mindset
- Detail-Orientation
- Graphic & Web Design
- Website Development
- Social Media Management

- Proactive Leadership
- Time Management
- Customer Service
- UX/UI Design
- Photo & Video Editing/Manipulation

TECHNICAL ACUMEN

Technical Skills	Microsoft Office Suite (Excel, PowerPoint, Word)	Mac OS	Windows	Root Cause Analysis	Software Troubleshooting	Active Directory	Computer Networking	System Administration	Technical Support	Help Desk	Google Workspace	Figma	Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Dreamweaver, Lightroom, Premiere, After Effects, Animate, Acrobat)	Adobe Analytics	SEO
Software Acumen	WordPress	Shopify	Big Commerce	Weebly	Wix	SquareSpace
Programming & Code	Python	JavaScript	CSS/HTML	C++	PHP	HTML5	NET	JSP	API	UX