

ABOUT ME

Illustrator, Photoshop, InDesign, and After Effects are my every morning coffee. I am Coco! My passion for design and visual storytelling can be traced back to my pre-professional life. Whether as host and event photographer of Raquel Satragno's or part of Stock Models's communication designers. My purpose is to establish a unique connection between people and art as the universal language. The reason? The idea of sharing a creative environment with leaders and create beautiful interactive experiences is something that motivates me. I live a meaningful life and love to make hand poured candles; if you want, we could make some!, or even enjoy a smoothie after yoga. Looking forward to meet you.

EDUCATION

- **Doctor of Design**
North Carolina State University
Raleigh, NC | United States | Candidate
- **Film & TV Production M.F.A**
Full Sail University
Winter Park, FL | United States | 2019
- **Digital Arts And Design B.S**
Full Sail University
Winter Park, FL | United States | 2016

CERTIFICATIONS

- **Project Management Certificate**
University of California, Irvine
Irvine, CA | United States | In progress
- **UX Design MasterTrack Certificate**
University of Minnesota
Minneapolis, MN | United States | In progress

SKILLS

- Figma, Sketch & Adobe XD.
- Adobe Illustrator, Photoshop & InDesign.
- Avid Media Composer & Adobe Audition.
- Experience Manager, Agora Pulse & Sitecore.
- Google Analytics, Trends & HubSpot.
- Photography & Video Production.
- Microsoft Office Suite.

EXPERTISE

- Branding Strategist & Digital Storyteller.
- Lean Startup & Entrepreneurship Expert.
- Business Models Master (Canvas).
- Funnel Copywriting Specialist.
- Leadership & Teamwork Enthusiast.
- Customer Buyer Persona & SEO.

EXPERIENCE

- **UI/UX Designer Solution Analyst at Deloitte LLP**
Orlando, FL | Jan 2021 to Current
 - Design user flows, wireframes and high fidelity mockups at a high level.
 - Represent the users in business and product conversations and decisions.
 - Prototype concepts for communication with the bussines, to aid in sales demos, development, and usability studies.
- **Graphic Designer at Publix SuperMarkets**
Lakeland, FL | Jan 2020 to Jun 2020
 - Lead and plan the creative process for conceptual ideas and experiences.
 - Ensure the flawless execution of digital products and integrated campaigns.
 - Work with the Strategy and Copy team to conceptualize projects until delivery.
 - Contract frozen due to Covid-19.
- **Branding & Marketing Strategist at Casa 22/23**
Winter Haven, FL | Dec 2018 to Dec 2019
 - Develop high-impact marketing strategies for the promotion of brand/artists.
 - Achieve customers metrics and other goals using SEO and Google Analytics.
 - Support existing/potential clients during the creative/development process.
 - Analyze and create digital content improving the awareness, conversion and engagement of client's brands across different social media platforms.
- **Advertising & Marketing Intern at Abercrombie & Fitch**
Orlando, FL | Jul 2018 to Jul 2019
 - Assist with advertising strategies to drive potential customers to the store.
 - Cultivate emotion for the brand through content creation for social media.
 - Identify styles and trends to coordinate customer-centric product placement.
 - Elaborate strategies to maximize sales and profitability.

AWARDS

- **Full Sail University | 2016**
 - Valedictorian Class September-2016.
 - Production Management • Client Relations • Creating Brand Experience.
- **Full Sail University | 2019**
 - Filmmaking Practices • Visual Storytelling • Film Production Thesis.
 - Production Designer for the Emmy Award Winning Production "Murdercycle".