

MIGUEL SIERRA

HANDS-ON SENIOR GRAPHIC DESIGNER

PORTFOLIO AT MIGUELSIERRA.NYC
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NEW YORK, NY

ABOUT ME

I am a graphic designer with 13+ years of experience in print and digital design. A dynamic and proactive team player, I've successfully managed client and vendor relations, as well as teams of junior and freelance designers. I thrive in deadline-driven environments and am passionate about constantly evolving as a designer.

PROFESSIONAL EXPERIENCE

Senior Designer & Design Lead at Situation Interactive | Dec. 2017 - Dec. 2018

- Art director for all the digital assets created for Anastasia The Musical and Beautiful The Carole King Musical.
- Responsible for the conception and design of digital content and campaigns including but not limited to banners, email newsletters, websites, landing pages and social media content.
- Partnered with creative directors and copywriters to understand and develop monthly deliverables.
- Responsible of ensuring the graphical alignment of all the digital assets with the brand guidelines provided by off-line branding agencies as a senior designer and as an art director.

Production Director and Senior Designer at P&P Studio, LLC | Sept. 2014 - Sept. 2017

- Designed and directed the production of packaging projects from beginning to end, including but not limited to the creation of print ready production files, press checks, and creation of real 3D mock-ups.
- Created successful marketing collateral materials such as brochures, sell sheets, corporate papers and other POP and POS materials for various clients.
- Designed and typeset books for print by providing solutions for cover design, typesetting, paper and cover specifications as well as special finishings.
- Creatively translated written papers or draft versions of PPT decks into visually compelling, animated presentations.
- Created UI designs and refined visual assets for websites and apps. Using Adobe Illustrator, XD and Muse.

Senior Graphic Designer at Big Idea Advertising | Feb. 2013 - Sept. 2014

- Designed and collaborated in the creation of award winning work from concept to production in consultation with the creative director.
- Conceptualized and executed design and branding elements including but not limited to advertising campaigns, signage, OOH applications, packaging, logo/identity design and seasonal campaigns.

Graphic Designer at Estée Lauder Companies | June. 2012 - Feb. 2013

- Member of the global communications team in charge of the design and production of corporate layouts, POP and POS materials, brand activation materials and digital/on-line assets. In addition, worked on editorial photo retouching and video edition. Using Adobe InDesign, Illustrator, Photoshop, Premier and Final Cut.

Graphic Designer at Spanish Repertory Theater | Sept. 2005 - Apr. 2012

- Responsible of the design and production of promotional collateral.
- In charge of coordinating with outside vendors to secure printing and other services.

EDUCATION

Master of Arts in Corporate Communication - 2014
Baruch College | (ABT)

Bachelor of Technology in Communication Design - 2010
New York City College of Technology | (Cum Laude)

SKILLS

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|---------------------|-------|---------------------|-------|------------------|-------|-------------|-------|
| • Adobe InDesign | ●●●●● | • Adobe Premiere | ●●●○○ | • UX / UI Design | ●●●●○ | • MS Office | ●●●●○ |
| • Adobe Illustrator | ●●●●● | • Adobe XD / Sketch | ●●●○○ | • Wordpress | ●●●●○ | • Keynote | ●●●●○ |
| • Adobe Photoshop | ●●●●● | • InVision | ●●●○○ | • CSS / HTML | ●●○○○ | • Spanish | ●●●●● |

AWARDS + CERTIFICATIONS

- UX Designer Certify (Lynda.com) - 2019
- Print Production Certify (Lynda.com) - 2019
- Google Certified Mobile Advertising - 2018
- Silver Davey Award 2015 - Infographic Design
- Gold Davey Award 2014 - Annual Report Design
- Gold Davey Award 2014 - Infographic Design