

# MASSIEL CAPELLAN

## Senior Graphic/Visual Designer

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**Phone:** +49 1520 6927721

**Title of Residency:** Working Permit

**Nationality:** Dominican

**Date of birth:** Oct 05, 1986

**Portfolio:** [massielcapellan.com](http://massielcapellan.com)



## Professional Profile

I am a versatile Graphic Designer with more than 15 years of experience in Digital Media, Print Publications, Illustration, and UI Design. I have strong organizational skills and can work independently, while also being flexible to adapt to new challenges. My experience includes working with Motion Graphics and Corporate Design. I have a proven track record of improving brand positioning, legitimacy, and user experience.

## Work History

**Feb 2024 - Feb 2025**

### Küche Spüle Aushilfe

Bochum, Germany

- Preparation and presentation of fish and seafood specialties according to Nordsee standards, washing and clearing activities.

**Jul 2023 - Apr 2024**

### Freelance Graphic Designer

Bochum, Germany

- Led the rebranding initiative for Simple Germany, developing a new brand identity that effectively communicates their mission.

**Jun 2016 - May 2023**

### Senior Graphic Designer

Adlight Technologies, LLC | [www.waitingmed.com](http://www.waitingmed.com)

Santo Domingo, Dominican Republic

*AdlightTech is a Tech company that provides SaaS solutions for vertical markets, including healthcare and food-service industries.*

- Achieved client conversions by building branding, design, digital content, print marketing materials, and UI/UX for three projects.
- Boosted sales by developing a series of videos to introduce products and services and to capture new leads.
- Trained junior designers and other staff to follow branding best practices.
- Increased lead engagement by creating presentations and deliverables consistent with each product's core messaging.

**Nov 2014 - Jun 2016**

### Graphic Designer

Adlight Technologies, LLC | [www.adlightech.com](http://www.adlightech.com)

Santo Domingo, Dominican Republic

*Project Luminare360: was a new B2C sales advertising format targeted at retailers.*

- Created messages for a new advertising medium format by adapting and designing content for the platform.

**Feb 2016 - Nov 2022**

### Lead Graphic Designer, Art Director & Co-Founder

Riverfox Studio | [riverfox.studio](http://riverfox.studio)

Santo Domingo, Dominican Republic

*Riverfox Studio is a small agency specializing in visual communication, design, and marketing services, building content for businesses of all sizes.*

- Developed robust and reliable Design Systems for companies in the healthcare and hospitality industry through consulting, managing, and creating visual content.
- Built the Riverfox Studio's Brand Identity.

- Managed a team developing a video series for a financial app while helping design, coordinate, and build the project.

**Aug 2013 - Aug 2014**

### **Mandarin Chinese Language Studies**

Fu Jen Catholic University | [www.lc.fju.edu.tw](http://www.lc.fju.edu.tw)  
New Taipei, Taiwan

*The language center of Fu Jen Catholic University promotes interactions between Chinese and Western cultures and helps international students to learn Chinese.*

**Jan 2012 - Aug 2013**

### **Freelancer as Graphic Designer**

Santo Domingo, Dominican Republic

- Created deliverables and developed Arts & Crafts unique items for diverse customers' requirements that involved illustration, wood carving, acrylic painting, and more.

**Mar 2009 - Jan 2012**

### **Graphic & Layout Designer**

Studio 11 | Santo Domingo, Dominican Republic

*A boutique agency specializing in photography, Fine Art Print, and design.*

- Produced layouts for magazines, exhibitions, government reports, and books following the art director's guidelines.
- Color-corrected, edited, and retouched images for music albums, art exhibitions, magazines, books, among others.

**Mar 2007 - Mar 2009**

### **Junior Graphic Designer & Illustrator**

Tobogán | [www.revistatobogan.com](http://www.revistatobogan.com)  
Santo Domingo, Dominican Republic

*Tobogán is the first Dominican children's magazine.*

- Increased the publishing department's workflow by implementing and promoting new design tools and kickstarted a collaborative environment.
- Created illustrations, layouts, book covers, yearly planners, and the Tobogán magazine.

## **Education & Training**

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**Jul 2023 - Aug 2023**

### **Figma**

BYOL - Online | [www.bringyourownlaptop.com](http://www.bringyourownlaptop.com)

**Jul 2021 - Sept 2021**

### **UX Design**

Coursera - Online | [www.coursera.org](http://www.coursera.org)

**Jun 2011 - Mar 2012**

### **Basic to Intermediate After Effects**

12 bit Media Group - Santo Domingo, Dominican Republic | [www.12bitsmediagroup.com](http://www.12bitsmediagroup.com)

**Jan 2005 - Oct 2009**

### **Bachelor in Graphic Design**

Universidad APEC (University) - Santo Domingo, DR | [www.unapec.edu.do](http://www.unapec.edu.do)  
*Graduated with Magna Cum Laude*

## **Additional Skills**

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### **Languages**

Spanish - Mother Tongue  
English - C2  
German - A2

### **Adobe CC / Creative Software**

Advance: *Photoshop*  
Intermediate: *Figma, Illustrator, Indesign, After Effects, Acrobat*  
Basic: *Express, Media Encoder, Premier, Lightroom*

### **Microsoft**

Intermediate: *Word, Powerpoint, Teams*  
Basic: *Excel*

### **IT-Skills**

Basic to Intermediate: *WordPress, Webflow, Wix, IT, HTML, CSS, Cybersecurity, VS Code, Git, Github, Linux, Windows*

20.01.2025

**Massiel Capellan**