

MASSIEL CAPELLAN

Graphic Designer



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Nationality: Dominican

Date of birth: Oct 05, 1986

Portfolio: 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

Jul 2023 - Present

Freelance Graphic Designer

Bochum, Germany

- Helped Simple Germany Brand visually represent its mission better with a new Brand ID.

Jun 2016 - May 2023

Senior Graphic Designer

Adlight Technologies, LLC | 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

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

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.
- Managed a team developing a video series for a financial app while helping design, coordinate, and build the project.
- Built the Riverfox Studio's Brand Identity.

Aug 2013 – Aug 2014

Mandarin Chinese Language Studies

Fu Jen Catholic University | 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
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

Jul 2023 – Aug 2023

Figma

BYOL - Online | www.bringyourownlaptop.com

Jul 2021 – Sept 2021

UX Design

Coursera - Online | www.coursera.org

Jun 2011 – Mar 2012

Basic to Intermediate After Effects

12 bit Media Group - Santo Domingo, Dominican Republic | www.12bitsmediagroup.com

Jan 2005 – Oct 2009

Bachelor in Graphic Design

Universidad APEC (University) - Santo Domingo, DR | www.unapec.edu.do
Graduated with Magna Cum Laude

Additional Skills

Languages

Spanish - Mother Tongue

English - C2

German - A2

Microsoft

Intermediate: Word,

Powerpoint, Teams

Basic: Excel

Adobe CC / Creative Software

Advance: Photoshop, Adobe XD

Intermediate: Figma, Illustrator, Indesign, After Effects, Acrobat

Basic: Express, Media Encoder, Premier, Lightroom

IT-Skills

Basic: Webflow, IT, HTML, CSS, Cybersecurity, Python, VS Code, Git,

Github, Linux, Windows

01.02.2024

Massiel Capellan