# Zaimar Echenique

Graphic Designer

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## Professional Profile

Digital graphic designer with experience in visual identity, editorial design, UX/UI, and social media content. Recognized for a creative approach, mastery of design tools, and active involvement in educational, corporate, and cultural projects. Committed to academic excellence and lifelong learning.

## Professional Experience

**MOLPROPCA 2013, C.A** — *Graphic Designer*

*2025*

- Designed corporate stationery.
- Developed the company website for modernization.
- Executed digital content strategies for social media.

**MUNDO ANATÓMICO** — *Graphic Designer*

*2025*

- Designed educational materials for medical students (UCLA).
- Created digital advertising for social media platforms.

**LEZU** — *Graphic Designer*

*2025*

- Led the redesign of the corporate visual identity.
- Created product catalogs.

**INGENIEROS DE LA COMIDA** — *Graphic Designer*

*2024*

- Developed the company's brand identity.

**FREELANCE GRAPHIC DESIGNER**

*2022 – Present*

- Created corporate visual identities.
- Designed product catalogs and illustrated study guides.
- Developed PowerPoint presentations and academic magazines.
- Planned and executed advertising strategies for social media and print.
- Designed festive invitations, POP materials, and corporate stationery.

## Volunteer Work

**DIRINOT REGENERATIVE THERAPY CENTER** — *Graphic Designer*

*2024*

- Designed visual content for Instagram.
- Created awareness campaigns to attract patients.
- Designed informative infographics about medical services.

## Education

**Associate Degree in Graphic Design**

University Institute of Technology "Antonio José de Sucre"

*September 2022 – August 2025*

**Digital Graphic Designer**

CADIF1

*2022*

## Certifications & Awards

- *Junior Visual Artist* — "Martín Tovar y Tovar" Art Academy (June 2019)
- *Creative Writing* — Simón Bolívar University (June 2023)
- *Academic Excellence Award* — IUT "Antonio José de Sucre" (2023 and 2024)

## Tools

- Adobe Creative Suite (Illustrator, Photoshop, InDesign, Lightroom, XD)
- Figma
- Notion
- Google Workspace
- Microsoft Office 365

## Skills

- Editorial and advertising design
- Packaging design
- UX/UI
- Branding and logo creation
- Digital and traditional illustration

## Languages

- Spanish: Native
- English: Intermediate (B1)