

DULCE HERBST-AYLESWORTH

Senior Graphic Designer

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Professional Summary

Knowledgeable and detail-oriented graphic designer with eight years of experience in print & digital design and multimedia. Exceptionally proficient in Adobe Suite utilized to create designs which translated resonant messages to their audiences. Effectively trained in creating outstanding visuals that drive customer interest and ensuring a high return on investment. Committed to fostering a collaborative culture and adept at collaborating, ideating, and strategizing with cross-functional teams to continuously enhance design outcomes. Possesses finely tuned time management and organizational skills alongside strong communication abilities to effectively convey concepts and deliver exceptional results.

Highlights of Qualifications

- Exceptional Photoshop, Illustrator, InDesign, Premiere Pro and After Effects skills.
- Delivered end-to-end graphic solutions for print and digital, elevating brand presence.
- Applied advanced illustration techniques to craft innovative, game-changing design solutions.
- Infused fresh, creative perspectives into all projects, driving dynamic visual storytelling.
- Pushed creative boundaries, transforming concepts into captivating designs & implementing new systems.
- Committed to surpassing design expectations, without compromising creativity and attention to detail.
- Streamlined workflows, collaborating across diverse teams to deliver high-quality work ahead of deadlines.
- Led teams with vision and passion, empowering individuals to contribute their expertise and ideas.

Employment History

Lead Graphic Designer

Blowers & Grafton / Grafton Street Concepts. Calgary, Alberta

August 2023 - Present

- Designed and launched 5 brand websites using WordPress, increasing site traffic and SEO visibility by 25%.
- Revamped brand identities and developed comprehensive brand books.
- Produced high-quality print and digital marketing assets, contributing to a 20% increase in engagement.
- Implemented SEO strategies and conducted keyword research, resulting in a 25% boost in organic search traffic.
- Created custom product packaging and illustrations, driving a 15% increase in sales.
- Led digital ad campaigns, generating a 30% uptick in customer engagement and conversion rates.
- Produced and edited video content, increasing social media engagement by 50% and brand visibility.
- Developed targeted email marketing campaigns via Mailchimp, with a 20% increase in click-through rates.
- Collaborated with print vendors to optimize orders, cutting printing costs by 10% and ensuring on-time delivery.

Project Manager and Lead Graphic Designer

Stylelabs Inc. Calgary, Alberta

March 2021 - March 2023

- Designed and developed over 80 websites utilizing a CMS software, achieving 25% higher consumer satisfaction
- Supervised a team of graphic designers, developers and marketers, ensuring efficient workflow
- Introduced Scrum project management system, cutting assembly-to-launch time by 20% and boosting efficiency by 30% for website production teams
- Enhanced productivity by operating with stakeholders to coordinate needs, expectations, and outcomes
- Led custom brand growth for over 100 accounts by 25% by:
 - Conceptualizing engaging multi-channel email campaigns, boosting subscriber engagement by 32%
 - Creating high-quality visuals for a wide range of print and digital projects
 - Developing and implemented high-level marketing campaigns greatly enhancing ROI

Creative Designer & Account Manager

Fresh Focus Media. Calgary, Alberta

September 2018 - February 2021

- Produced 2D and 3D videos with After Effects, increasing customer engagement and social shares by 30%
- Designed wireframes for websites, e-commerce platforms, and email blasts
- Designed high-quality logos, business cards, brochures, and media kits for print and digital use
- Crafted innovative and user-friendly UX/UI concept designs for mobile apps, ensuring intuitive navigation
- Executed social media marketing campaigns for multiple industries, yielding a 25% increase in followers
- Conducted regular website audits using Google Analytics and Search Console to improve SEO compliance and search engine visibility

Education & Professional Development

Universidad Interamericana Para El Desarrollo.

Mérida, México

Bachelor of Graphic Design

- Achieved top-of-class performance and served as a reliable academic resource for classmates
- Graduated with a secured job offer in Canada based on outstanding performance during internship

Software Experience and Skills

Graphic Design

Illustrator, Photoshop, Indesign, After Effects, Premiere Pro, Procreate, Canva

Web Development Software, CMS & Marketing Tools

Wordpress, SamurAI, Figma, Metricool, Kontentino, Hubspot, Monday, Cognito Forms, Elementor

Skills

Team Building, Adaptability, Strategy, Leadership, Brand Building, Creativity, Time Management, Organization, Communication, Analytics, Collaboration, Conflict Resolution, Illustration, Bilingual (Spanish)