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Carnival Cruise Line **Digital Designer** **2022 - Present**

- Concept and create marketing design solutions for use in a variety of print and digital media.
- Work with layouts and typography to be apply in design initiatives across different platforms.
- Concept and produce marketing collateral materials.
- Brainstorming creative concepts with the project team
- Prepares and executes mechanical files for all media.

Celebrity Cruise **Digital Designer** **2020 - 2022**

- Create Emails, banners and digital assets for monthly campaigns
- Brainstorming creative concepts with the project team.
- Develops concepts and creative executions for Brand and promotional initiatives.

Bahamas Paradise Cruise **Art Director** **2018 - 2020**

- Collaborates with marketing team on creative and effective campaign ideation and execution to ensure an effective rollout
- Prepare designs for internal and external communications
- Ensures that all marketing-related activities conform to brand guidelines
- Develop exceptional creative for digital, print & social
- Develop videos for online and social content

Virgin Voyages **Art Director / Consultant** **2018 - 2019**

- Graphic Design and brand communications projects, both internal and external with external creative and design agencies
- Videos and digital content for social channels
- Design project elements including mood boards & conceptual mocks

Norwegian Cruise Line **Graphic Designer, International Marketing** **2017 - 2018**

- Develop high-quality high-impact creative for print, digital and interactive media
- Manipulate photography in Photoshop according to brand guidelines
- Video Editing

Royal Caribbean International **Email & Digital Designer for 1:1 Consumer Marketing** **2015 - 2017**

- Concept and produce marketing collateral materials, such as graphic elements (logos/lockups), promotional flyers, print ads, direct mail, web banners and emails, tradeshow graphics, signage, brochures and PowerPoint presentations
- Collaborate with copywriter to ensure design and copy complement the marketing piece
- Create and implement critical design elements for all communication needs within established brand guidelines

Alfredo Hack

(954) 471.9988

E-mail: alfredohaack@h2ckonline.com

www.h2ckonline.com

Portfolio

Qualifications & other skills:

Excellent organizational and managerial skills · Experience managing and supervising art and printing operations Works well under pressure to solve problems and make key decisions · Specific design expertise includes campaign concepts, email, websites, direct mail, print advertising and corporate branding · Bilingual: Fluent in English and Spanish · Proficient in Microsoft Office Applications, Adobe Creative Suite CC (Photoshop, Illustrator, InDesign, Dreamweaver), Sketch.