Cesar A. Aybar
Graphic Designer & Web Designer

954.261.9958 ✉ CesAybar@yahoo.com 🌐 www.CesAybar.com

about me

Experienced graphic designer with a proven track record of delivering exceptional design solutions in both corporate and freelance environments. Proficient in Adobe software including Illustrator, InDesign, Dreamweaver, Photoshop, and Premier, as well as Microsoft Office Suite. Skilled in HTML and CSS with a focus on providing effective solutions for businesses and individuals. Experienced instructor in Photoshop, Illustrator, and InDesign, ensuring students can apply their skills effectively. Seeking opportunities as a graphic designer or web designer in small, medium, or large corporations.

Key Accomplishments:
Successfully executed design projects for corporate clients, meeting and exceeding their expectations.
Developed visually appealing and user-friendly websites for clients, enhancing their online presence and driving engagement.

Created captivating marketing materials, including brochures, flyers, and banners, contributing to increased brand visibility and recognition.
Implemented effective SEO strategies, resulting in improved search engine rankings and increased website traffic for clients.
Designed and delivered engaging training sessions in Photoshop, Illustrator, and InDesign, empowering students to apply their skills effectively in real-world projects.
Demonstrated versatility by seamlessly transitioning between design and development tasks, ensuring holistic solutions for clients' needs.

work experience

• **February 2018 - Present**
Rebel Corp (Orlando) Manager & lead designer.
- Managed and led design projects for Rebel Branding, Rebel Payments, and Valiant Payments, overseeing all aspects of design for web, print, and social media.
- Created and managed advertising campaigns across various platforms including Google, Facebook, Instagram, LinkedIn, and Twitter.
- Designed and maintained client websites primarily using WordPress and HTML 5, optimizing for SEO and keywords.
- Produced weekly email campaigns utilizing platforms such as MailChimp, & Constant Contact.
- Produced and edited YouTube videos using Premiere, After Effects, and Photoshop.
- Developed short videos for social media platforms using Premiere, After Effects, and Photoshop.
- Possessed server knowledge and FTP skills for website maintenance and management.
- Utilized Illustrator to create logos, vector ads, brochures, signs, and banners for both print and web.
- Leveraged InDesign to design menus, forms, brochures, posters, and books for print and web.
- Utilized Photoshop for designing business cards, flyers, and image editing for both print and web applications.

• **March 2012 - June 2017**
Productivity Point Global Instructor.
Teaching fast paced courses (Photoshop, Illustrator, InDesign - classrooms and also virtual classes.)

objective

My main objective is to provide you with the best solutions for your business or personal needs. I enjoy doing what I do, from designing business cards to creating web sites.
Whether it's development, design, strategy or search engine marketing, I am focused on achieving the sorts of results that make my clients thrive and help get their message out in a digital world.

technical skills

Photoshop

Illustrator

InDesign

Social Media

WordPress

HTML 5 / CSS

Photography

Office (Power Point, Word, Excel)

Marketing