



# Cesar A. Aybar

Graphic Designer & Web Designer

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## summary

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, knowledgeable on Microsoft 365 (One Drive). Skilled in HTML and CSS with a focus on providing effective solutions for businesses and individuals. Experienced instructor in Photoshop, Illustrator, and InDesign. Seeking opportunities as a graphic designer or web designer in small, medium, or large corporations.

Goal-oriented Manager dedicated to continuous improvement and driving positive business impact. Talented problem-solver and leader. Motivates teams to reach performance goals and business objectives.

Dedicated professional with demonstrated strengths in customer service, time management and trend tracking. Excellent verbal and written communicator with strong background cultivating positive relationships and exceeding goals. Stays on top of demands in fast-paced environments by effectively using slow periods. Dependable employee seeking opportunity to expand skills and contribute to company success. Considered hardworking, ethical and detail-oriented.

## work experience

### • February 2018 - July 2024

#### 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 X.
- 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.
- Knowledgeable of cloud file management, currently Microsoft 365. One Drive.
- 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 in classrooms and also virtual classes.)

## skills

Photoshop

Illustrator

InDesign

Social Media

WordPress

HTML 5 / CSS

Photography

Office (Power Point, Word, Excel)

Marketing

Cloud File Management

## education

### Certification - Graphic Design

Sheridan Technical College  
Hollywood Florida  
February 2002

### Certification - Web Design

Sheridan Technical College  
Hollywood Florida  
April 2003