

ALEX ZARATE

Graphic Designer

EXPERIENCE

GRAPHIC DESIGNER

Baker Home Energy | MAY 2022 - AUG 2025

- Designed magazine-style layouts and publication-ready collateral in InDesign, creating visually compelling editorial content that aligned with brand storytelling and style guides.
- Designed brochures, product guides, and marketing materials while developing brand identity systems to ensure consistent storytelling across print, digital, and social channels.
- Produced short-form product explainer and feature videos in After Effects and Premiere Pro, supporting customer education, product launches, and marketing campaigns.
- Developed PowerPoint presentations for executives presented at company town halls aligning with brand and goals.
- Partnered with strategists, copywriters, and developers to translate briefs into creative concepts, integrating research insights into polished campaign deliverables.
- Drafted and distributed internal announcements and press-style communications to ensure consistent branding across marketing channels.
- Contributed to design system assets by standardizing reusable templates, typography, and color scheme for scalable use.

SOCIAL MEDIA MANAGER

Emjaye Inspired, LLC | 2021 - 2022

- Developed & managed the brand's social media presence, increasing following by 11% and boosting post engagement by +75% through a content calendar strategy.
- Created monthly email newsletter campaigns via Mailchimp, achieving open rates averaging 22%.
- Implemented a monthly content calendar to ensure consistent posting, aligned messaging with marketing goals, and streamlined content planning across socials (Facebook, Instagram, LinkedIn, and TikTok).

PHOTO EDITOR / PRODUCTION ASSISTANT

The Walt Disney Company | D23 Expo | SEPT 2022

- Edited and retouched event photography for publishing across Disney's social media, press outlets, and internal communications.
- Coordinated with vendors and internal teams to prepare press-ready files and manage licensed imagery for digital and print campaigns.
- Supported on-location photo production by coordinating shoots, managing workflow, and overseeing timely delivery of high-quality assets.

CONTACT

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www.alexzarate.design

San Diego, CA

EDUCATION

THE LOS ANGELES FILM
SCHOOL, 2017

**Bachelor of Science in Animation &
Visual Effects**

SKILLS

Presentation Design
Marketing Campaign Strategy
Motion Graphics & Animation
Web, Digital, & Print Design
B2C Deliverables
Campaign Management
Brand Identity
Illustration
Visual Storytelling
Photo Editing & Retouching
Short-Form Video

TOOLS

Creative: Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Adobe Creative Suite, Canva, InCopy, Google Drive, Gmail, Microsoft Office Suite, AI Image Creation, Chat GPT

Project management: Asana, Airtable, Team Collaboration, Content Delivery, Campaign Management

Marketing: Campaign Analysis, Email Marketing, Social Media Strategy, SEO, Campaign Strategy

Languages: Fluent in Spanish

Certifications: Adobe Graphic Designer Professional