

DENIS ROJAS

Graphic Designer

Entry-level Graphic Designer with strong foundations in branding, visual identity systems, and digital marketing design. Experienced in developing strategic visual solutions that enhance brand positioning and audience engagement. Skilled in collaborating directly with clients to translate business objectives into impactful and results-driven design assets.

CORE SKILLS

Design & Branding

Brand Identity Development

Logo Design

Visual Systems

Layout & Composition

Color Theory

Marketing & Digital

Social Media Design

Advertising Design

Web Design

Content Creation

Professional Skills

Client Communication

Deadline Management

Attention to Detail

Team Collaboration

Problem Solving

TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere Pro

Adobe After Effects

Adobe XD

Canva



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Portfolio
www.drojasgdesigns.com

WORK EXPERIENCE

Freelance Graphic Designer

Miami, FL | 2022 – Present

- Designed advertising materials and promotional graphics for 15+ small businesses across multiple industries.
- Developed complete brand identity systems including logo design, typography, color palettes, and marketing assets for startups and local brands.
- Created social media campaigns that improved client engagement and visual consistency across platforms.
- Produced print-ready files for business cards, flyers, banners, and marketing collateral.
- Collaborated directly with clients to define brand direction and deliver solutions aligned with business goals.
- Managed multiple projects simultaneously while meeting strict deadlines.

Photo Editing Assistant (Photography Studio)

Cuba | 2014 – 2016

- Produced advanced photo retouching and photomontage compositions for commercial photography projects.
- Assisted in post-production workflows ensuring professional visual quality standards.
- Performed color correction, lighting adjustments, and image enhancement for print and digital formats.

EDUCATION

Digital Design Program I & II

The English Center – Miami-Dade County Public Schools
Miami, FL | 2023 – 2025

Bachelor's Degree in Computer Engineering

UCLV, Cuba | 2015 – 2020

Certifications

Visual Design Using Adobe Photoshop – 2024

Graphic Design & Illustration Using Adobe Illustrator – 2025