



SERGIO RAMIREZ

GRAPHIC DESIGNER & FREELANCE DESIGNER

CONTACT INFO —

✉ srdesigns90@gmail.com

📞 214.587.4712

📍 Dallas, TX

LINKS —

🌐 sergdesign.com

🌐 [Linkedin](#)

EDUCATION —

The Art Institute of Dallas

Bachelor of Fine Arts
September 2016

MILITARY —

Army / National Guard

E-4 Specialist / Corporal
Nov 2008 - Nov 2014

TECHNICAL SKILLS —

Figma	After Effects
Canva	Premiere Pro
Photoshop	Google Slides
Illustrator	Google Docs
InDesign	Power Point
HTML	Word
CSS	AI Tools

DESIGN SKILLS —

Branding	Animated Gifs
Socials	Booth Design
Digital Ads	Web Design
Brochures	Infographics
Emails	Presentations
Ebooks	Keynotes
Advertisement	

PROFILE —

I'm passionate about graphic design and love combining creativity with strategy to make visuals that really connect with people. I enjoy turning ideas into eye-catching stories and always keep the user in mind to create designs that feel engaging and impactful. I work well with others, communicate clearly, and enjoy coming up with new ideas that help projects succeed and bring fresh energy to the teams I collaborate with.

WORK EXPERIENCE —

Turnitin - Creative Designer

January 2023 - May 2025

- Collaborated with the creative team to unify and strengthen brand identity across multiple products, ensuring all graphics aligned with the newly established style guide.
- Designed and produced printed and digital collateral for events and webinars across the NOA, LATAM, EMEA, and APAC regions.
- Developed webpage layouts and created all visual assets, including images, graphics, and icons for the company's global website and its 22 regional versions.
- Worked with cross-functional teams to create campaign collateral focused on artificial intelligence advancements and the transition from traditional paper to digital formats.

ExamSoft - Graphic Designer

May 2019 - January 2023

- Rebranded the company to enhance its appeal and align with the needs of higher education, medical, legal, and educational institutions.
- Developed and managed digital and print marketing materials for campaigns and events in 37 countries.
- Created compelling presentations, ebooks, and infographics to showcase product offerings and highlight their suitability for various client sectors.
- Produced short, animated graphics to effectively explain product functionalities and new features to potential customers.

CrossLayer - Graphic Designer

April 2018 - March 2019

- Developed a comprehensive brand identity for CrossLayer, encompassing all media: PPT templates, brochures, posters, integrated marketing campaigns, and website design.
- Supported the brand identity across the company and three subsidiaries, creating illustrative designs to showcase technology solutions, revenue generation, and operational improvements.
- Designed and laid out the CrossLayer website, officially launched in January 2019.

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FTE Network - Graphic Designer (Contract)

May 2017 - April 2018

- Designed professional presentations and brochures for marketing initiatives and conference exhibitions.
- Contributed to the development of the company's digital presence to increase web traffic and attract new clients.
- Created tailored marketing collateral for diverse client industries, including technology, retail, financial services, and backlog management.

SND Manufacturing - Graphic Designer (Intern)

May 2017 - April 2018

- Designed and structured the company's catalog, and created clothing designs along with mock-up visuals to enhance customer presentation.

FREELANCE PROJECTS

RealtyLogic - Commercial Real Estate

- Developed materials emphasizing the growth and benefits of their services, including brochures, one-pagers, and multiple presentations, while also establishing their branding.

Lawson - Industrial Supplies and Services

- Developed a keynote presentation highlighting the significance of leadership and illustrating how effective leadership can positively influence and inspire those you lead.

CommSoft - Telecom Software Solutions

- Contributed to a comprehensive campaign introducing their new platform, which included a case study, social media posts, digital advertisements, a one-pager, multiple slide decks, a PowerPoint template, and video call backgrounds showcasing the platform's features.

WES Industries, Inc. - Water, Environmental, & Industrial Solutions

- Developed a key presentation addressing the challenges facing data centers and exploring potential solutions to mitigate these issues.

Center for Social Success - Social Skills Therapy Center

- Contributed to refining the company's branding to evoke a warmer and more welcoming feel. Redesigned the website layout, developed a new logo, and provided comprehensive brand guidelines to support their updated branding.

TribalReady - Tribal Nation Digital Infrastructure

- Developed a one-page overview and a concise presentation deck outlining the benefits and steps involved in bringing Spectrum services to Alaskan Native communities.

RollKall - Off-duty Law Enforcement Software

- Developed an engaging presentation for the company's conference and designed visual graphics for branded promotional items.

Athos - Security Services

- Developed a new presentation template for meetings with key clients and created a collaborative presentation in partnership with two other organizations.