Adal Nazer

Product Designer | **UX/UI Designer**

Date of Birth
September 07, 1997

Location
Dominican Republic

Nationality
Dominican

Mobile
+1 809 717 1285
+34 600 75 90 89

Email
adalnazer@gmail.com

Portfolio
adalnazer.com

Behance
behance.net/adalnazer

Linkedin
linkedin.com/adalnazer

SKILLS

Visual Design
Product Design
Graphic Design
Rapid Prototyping
2D & 3D Design
Digital Marketing

GRAPHIC

Photoshop, Illustrator, SAI
Lightroom, Indesign, Premiere,
Toon Boom Harmony, Capcut,

UX / UI

Adobe XD, Figma, Sketch,
Wix, Squarespace, Wordpress

MARKETING

SimilarWeb, Semrush, SEO, SEM,
Copywritting, Google Analytics,
Hotjar, Hootsuite, Mailchimp,
Google ads, Facebook ads

HARDWARE/3D

Rhino 3D, Solidworks, Keyshot,
Sketchup,Twinmotion, V-Ray,
Z-brush, Blender, Cinema 4D,
Lumion, Magicavoxel, D5

AI

Chat GPT, Midjourney, Notion

LANGUAGES

Spanish — Native
English — Bilingual
Portuguese — Bilingual
French — Intermediate

ABOUT ME

I am a passionate Product Designer with a specialized focus on visual communication, UX and UI. I have a master's degree in Digital Marketing Management that complements my experience in the world of design since 2019. My work history has covered various aspects of graphic design and illustration, but my true passion lies in creating impactful and functional visual experiences. I am motivated to face challenges and apply all my skills to solve problems creatively and effectively. With a user-centered approach and a results-oriented mindset, I am committed to driving innovation and excellence in every project I am involved with.

EXPERIENCE

ABA — *Digital Marketing Consultant*

Santo Domingo,Dominican Republic | Aug 2023 - Jan 2024

- Planning and execution of digital marketing strategies to promote the company's training on various digital channels.
- Monitoring and adjusting strategies based on key performance indicators.
- Reporting and analyzing results using analysis tools and metrics to evaluate the performance of initiatives.
- User interface (UI) design, including the selection of colors, typography and iconography to improve the visual experience of the projects.
- User experience (UX) design, developing experience maps and wireframes to define user interaction with projects.
- Identification of areas of improvement and proposal of solutions for future marketing campaigns.
- Collaboration with other departments and design agencies to guarantee the effectiveness of the campaigns.
- Design and sending effective email campaigns.
- Creation and management of content on social networks.
- Collaboration with influencers to increase the visibility of the campaigns.
- Improved positioning in search engines through SEO and SEM.
- Monitoring trends and developments in digital marketing and applying them to work.
- Budget management and resource allocation for digital media.

Import Inversiones — *Director of Design*

Santo Domingo,Dominican Republic | Aug 2019 - currently

- Lead the team specialized in corporate events, festivals, stands, ephemeral architecture, private events and concerts.
- Develop and execute the designs for each event, ensuring the coherence of the brand's visual identity in all aspects.
- Supervise the implementation of the design guidelines in the execution of each project, guaranteeing high standards of quality and aesthetic cohesion.
- Create personalized graphic arts adapted to the specific needs and themes of each event, contributing to a striking and memorable visual experience.
- Collaborate closely with other departments and suppliers to efficiently coordinate the production and logistics of designs, ensuring customer satisfaction and event success.

MURPH — *Graphic Design Internship*

Madrid, Spain | March - Sept 2022

- Collaboration in the creation of 3D elements for the graphics department, contributing to the visual development of projects.
- Support in the implementation of marketing strategies in digital environments, including graphic design to ensure an effective online presence.
- Assistance to the art department, providing support in various tasks related to design and creativity.
- Leadership in the creation of a new social network, spearheading the development of user experience and interface design, ensuring a user-centered approach and an intuitive and attractive interface.

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EXPERIENCE

Balmoral Group — *Chief Design Officer*

Santo Domingo, Dominican Republic | Dec 2020 - Aug 2023

- Fully led and supervised the design team at Balmoral Group, ensuring consistency and excellence in all visual initiatives.
- Conceptualized and developed the company's visual identity, ranging from event appearance to brand consistency on various platforms.
- Led the creation of innovative and attractive designs for digital interfaces, web pages, printed materials, audiovisual media and other communication channels.
- Ensured a cohesive, high-quality visual experience across all aspects of the business, maintaining alignment with the company's vision and values.
- My leadership in the design team contributed to the impact and relevance of each project, strengthening relationships with clients and audiences.

LUAR — *Production and Design Assistant*

Santo Domingo, Dominican Republic | Apr 2019 - Feb 2021

- Led creative sessions to generate innovative concepts and original solutions that meet the project requirements.
- Thoroughly analyzed and understood the project's environment and spatial requirements to create designs that optimize functionality and aesthetics.
- Coordinated and supervised all stages of the production process, from conceptualization to final implementation, ensuring quality and coherence of the design.
- Ensured that the final design met established standards, both aesthetic and functional, and aligned with the project vision.

Freelance

International | Apr 2016 - Current

- Development of visual brand identities, ensuring coherence and brand recognition at all touch points.
- Creation of applications and web pages focused on user experience and functionality.
- 3D design for events and ephemeral architecture, providing creative and visually impressive solutions.
- Design of logos and illustrations that effectively communicate the essence and values of the brand.

EDUCATION

Certification in UX/UI Designer

Online | Currently

Uxcel

Master in Digital Marketing Management

Madrid,Spain | Oct 2021 - June 2022

IED Madrid

Degree in Industrial and Product Design, *Magna Cum Laude*

Santo Domingo, Dominican Republic | Aug 2015 - Jul 2019

INTEC, Technological Institute of Santo Domingo

+30
COURSES MADE