



# Carla Rios (Gallardo)

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## Profile

Senior Designer with over 10+ years of freelance and professional experience. I specialize in print and online design, brand development and marketing.

## Experience

### **DESIGNER 1, WYNN RESORTS, LAS VEGAS, NV – 2017-PRESENT**

Implement the company's brand identities on all its platforms, including print, web, and other digital areas. Design core creative and brand development of deliverables for hotel, special events and nightlife marketing. Working with defined creative brand elements to develop and produce impacting and on-brand creative that is relevant to our audiences. Most notable work: Design and execute logo for Bru Coffee Bar at Encore Boston Harbor.

### **FREELANCE GRAPHIC DESIGNER - 2010-2017**

Manage design concept and development, as well as client relationships to ensure their communication goals were in line with overall creative mission. Produced and directed eye-catching, brand compliant creative designs for agency clients in industries such as technology, politics, professional services and charities.

### **SENIOR COMMUNITY LIAISON, NEW CENTURY HOME HEALTH, MICHIGAN – 2014-2017**

Build referral results through administrative support, prospecting, cold calling and lead generation tactics. Influenced performance and ensured referral forecasts by acquiring senior facilities in the area for sponsorship programs. Assist in developing, directing, and implementing marketing strategies to increase home health business as it relates to the strategic plan.

## Education

Media and Communication Arts Macomb Community College - 3 Years of College Courses

## Skills

Graphic Design, Illustrator, Photoshop, Branding, Print and Digital Design, Typography, Company Logos.

## References

Kenneth Evans, President - Urban Chambers of Commerce Nevada 702-648-6222

Jerry Phimsavanh, CEO - Office Professionals, Detroit, Michigan 586-260-3273

Daisy Saliganan, Director of Nursing, New Century, HHC, Michigan 586-258-8164