

Education

Florida International University (FIU) Miami, FL

May 2019

Bachelors of Business Administration - Marketing

- Certificate in Social Media and E-Marketing Analytics

University of West Florida (UWF) Pensacola, FL

July 2022

Masters of Business Administration – General

Work Experience

KAYAK, Coral Gables, FL

April 2022 – Present

Graphic & Motion Designer

- Developed visually compelling graphics and motion designs to effectively communicate brand messages and enhance campaign impact.
- Utilized Adobe Creative Suite to design and animate graphic and motion elements, ensuring high-quality deliverables.
- Developed and executed OOH digital advertisement placements to successfully increase market share and brand presence in Latin American markets.
- Led and supervised external creative agency as art director to ensure strict adherence to branding guidelines for multiple projects.

University of Miami - Athletics, Miami, FL

January 2020 – April 2022

Junior Graphic Designer

- Collaborated with team members to ideate and execute creative social media elements, resulting in increased user engagement and brand awareness.
- Created visually compelling social media assets to highlight athletic accomplishments, including game wins, player awards, and promotional advertisements.
- Designed and produced visually striking and intricate motion graphics for multiple large format LED displays, resulting in enhanced in-game and promotional experiences.

TFC Marketing, Miami, FL

March 2019 – December 2019

Digital Designer

- Designed and managed various digital marketing campaign elements such as landing pages, email designs, social media images, and web banners.
- Contributed to the visual branding evolution of Green Roads CBD, the largest privately held CBD company, by designing and implementing new digital assets.

Florida International University, Miami, FL

October 2017 – March 2019

Marketing/Graphic Design Student Assistant

- Created and executed marketing collateral for FIU Housing Department, such as Digital TV signage and Social Media Graphics.
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Certifications

Adobe Certified Associate: Graphic Design & Illustration using Adobe Illustrator	<i>Issued by Certiport Credential ID: wMSAP-FMGQ</i>
Adobe Certified Associate: Visual Communication Using Adobe Photoshop CS6	<i>Issued by Certiport Credential ID: bhhL-s23V</i>
Adobe Certified Associate: Print & Digital Media Publication using Adobe InDesign	<i>Issued by Certiport Credential ID: wLmK3-FMGp</i>
Microsoft Office Specialist: Office Word 2010	<i>Issued by Certiport Credential ID: wyuRW-4Sv6</i>
Google Career: Project Management Specialization	<i>Issued by Coursera Credential ID: vdrhkxszkqav</i>

Language

English (Native ; Full Proficiency)
Spanish (Native ; Professional Proficiency)

Links

Portfolio: [behance.net/jamesckarnib](https://www.behance.net/jamesckarnib)
LinkedIn: [linkedin.com/in/jamesckarnib](https://www.linkedin.com/in/jamesckarnib)
Personal Website: jamesckarnib.com

Skills

Software:

Adobe Creative Suite, Photoshop, Illustrator, After Effects, Premier Pro, Figma, Google Web Designer, Sketch, Invision, Google AdWords, Google AdSense, HootSuite, OnlyPult, SmartlyIO

Hard Skills:

Typography, Branding, UI/UX Design, Web Design, Responsive Design, Color Theory, Communication & Collaboration, Content Management Systems, Landing Page design, Wireframing & Prototyping, Digital Motion Design, Concepting, Art Direction

Soft Skills:

Creativity, Problem Solving, Attention to Detail, Time Management, Project Management, Presentation Skills, Active Listening, Team Player