

# PATRICIA BELLO

## PROFESSIONAL SUMMARY

Deadline-driven focused on overseeing projects from concept through completion. Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies, and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 20+ years of industry success.

## WORK HISTORY

**FREELANCE DESIGNER** 01/1992 to Current

**Patricia Bello Creative Services**, Miami, FL

- Manage and coordinate projects from concept to completion
- Collaborate with clients to create vision, conceive designs, and consistently meet deadlines and requirements
- Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy resulting in increased customer satisfaction
- Created digital image files for digital and printing methods.
- Collaborated with clients in creation of their brand imaging and marketing style.

**Clients:** Cyclo Tours, Four-Diaz Vargas, Fundación Siempre Mas, I-Creatives, Aides Real Estate Cap Cana, Emotional Strength, Belay Expeditions (BE), Ladies First Game, Jay's Apparel

**SENIOR GRAPHIC DESIGNER/ART DIRECTOR** 06/2017 to 05/2023

**Restaurantware**, Miami Beach, FL

- Developed creative design for print and web, catalogs, banners, logos and packaging.
- Worked with clients to gather and define requirements, establish scopes, and manage project milestones.
- Collaborated with content and marketing teams to confirm design compliance with brand guidelines.
- Managed and produced brand guidelines and web standards.
- Developed infographics to better communicate complex data.
- Designed and created artwork for 100+ product packaging
- Coordinated with external vendors and suppliers to verify quality and accuracy of printed materials.
- Mentored junior designers and provided design guidance to improve standards of overall team output.

**SENIOR GRAPHIC DESIGNER** 10/2006 to 10/2016

**Baptist Health South Florida**

- Responsible for quality of Baptist Health marketing projects, ensuring application established brand guidelines.
- Developed creative designs for print materials, banners and signs.

- Created digital image files for use in digital and traditional printing methods.
- Worked with Marketing team and clients to developed creative design for print materials, brochures, banners, and signs.
- Created innovative campaigns that successfully attracted large audiences to Baptist Health Community Health Education programs.
- Developed infographics to better communicate complex data.

**ART DIRECTOR** 01/2000 to 01/2005

**Lowes Worldwide Advertising Agency, Codetel**, Santo Domingo, Dominican Republic

- Created institutional campaigns, advertising, lay-outs, product launching, packaging and brand identity books
- Directed photo shoots for print and digital media, reviewing each element against client standards and expectations.
- Worked with creative teams to develop concept designs for campaigns that resonated with target audiences.
- Presented creative concepts during internal and client reviews and implemented continual feedback to achieve client satisfaction.
- Developed style guides to promote consistent branding across projects.

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## EDUCATION

**Altos De Chavon, School of Design**, La Romana. Dominican Republic  
**Associate of Arts**, Advertising

**Parsons School of Design - The New School**, New York, NY  
**Bachelor of Arts**, Advertising, Graphic Design

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## SKILLS

- |                                 |                          |   |
|---------------------------------|--------------------------|---|
| • Art Direction                 | • Social Media Platforms | • Digital Photo Retouching and Batch Processing |
| • Package Design                | • Desktop Publishing     | • Production Layouts                            |
| • Microsoft Office/Google Suite | • Website Graphics       | • Content Layout                                |
| • Branding                      | • Logo Creation          |   |
| • Adobe Creative Suite          | • Photo Shoot Direction  |   |

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## LANGUAGES

**English**

Full Professional

**Spanish**

Native or Bilingual