

PATRICIA BELLO

SENIOR WEB DESIGNER • UI/UX • RESPONSIVE WEB DESIGN

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PROFILE

Web Designer with experience creating and maintaining responsive, user-focused digital experiences. Combines current web design practice with a strong visual design foundation, using Figma, Adobe XD, Photoshop, AI tools, and responsive UI/UX principles to support campaigns, promotions, and product launches.

CORE TOOLS

Figma • Adobe XD • Photoshop • Illustrator • InDesign • Jira • Canva • Wix • AI Design Tools

EXPERIENCE

Web Front-End Designer | Unique Vacations, Inc. (Sandals Resorts) | Sep 2023–Present | Miami, FL

- Design and maintain responsive web pages and digital experiences for Sandals and Beaches Resorts.
- Create UI/UX designs, user flows, and digital assets using Figma, Adobe XD, Photoshop, and AI tools.
- Support marketing campaigns, seasonal promotions, and product launches while maintaining brand consistency.
- Apply responsive, accessible, and usability-focused design practices across desktop and mobile experiences.
- Collaborate with developers, digital marketing teams, and stakeholders

Founder + Freelance Graphic Designer | Patricia Bello Creative Services | Oct 2016–Present | Miami, FL

- Manage client projects from concept through completion across web, digital, branding, and print.
- Translate client goals into clear visual solutions while maintaining consistent brand standards.

Senior Graphic Designer / Art Director | Restaurantware | Jun 2017–May 2023 | Miami Beach, FL

- Created web and digital marketing assets alongside catalogs, packaging, logos, and other brand materials.
- Partnered with marketing, content, and clients to define requirements and deliver projects on schedule.
- Developed infographics and product-focused visual content; maintained brand standards across projects.

Senior Graphic Designer | Baptist Health South Florida | Oct 2006–Oct 2016 | South Florida

Managed marketing design projects including digital and print materials, infographics, and branded communications.

Art Director | Lowe Worldwide Advertising Agency – Codetel | Jan 2000–Jan 2005 | Santo Domingo, Dom Rep

Developed advertising campaigns, product launches, packaging, brand identity materials, and style guides.

EDUCATION

Parsons School of Design – The New School | B.A., Advertising, Graphic Design | New York, NY

Altos de Chavón, School of Design | A.A., Advertising | La Romana, Dominican Republic

Additional: Responsive Web Design • User Flows • Accessibility • Typography • Brand Standard • Jira • English & Spanish

Portfolio: bellopatricia.com