

Jose Diaz

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Professional Experience

Wharton Hardware & Supply

Graphic Designer | 6/2019 – 10/2020

As the graphic designer for Wharton I was not only tasked with creating marketing materials, but I also ran any social media endeavors and I helped our IT people with front end design. I worked closely with the various departments inside the company in order to ensure the work I did was both on time and up to our standards.

Notable Achievements

- Helped launch the company's e-mail list and other digital marketing avenues.
- Worked closely with our salesmen in order to help land/maintain big clients

Wicomico Public Library

Part-time Marketing Assistant/Circulation Assistant | 4/2017 – 2/2019

During my time at the Wicomico Public Library (WPL) I worked alongside the marketing manager in order to design goods for our three public branches. It is here where I branched out more into the marketing part of graphic design while also learning more about designing posters, social media assets, cards, etc.

Notable Achievements

- Helped the library transition to a new circulation system by quickly creating materials that would advertise the system's features to our patrons. On top of this I was also tasked with making a couple of tutorial videos that would instruct our patrons on how our new system works.
- Learned to set up, assist, and photograph public events held by the library.

Freelance Designer

2015 – Present

Worked with small teams/on my own in order to create a variety of professional/for fun designs. Cards, invitations, stickers, pins, etc.

Education

University of Maryland Eastern Shore | BA in Applied Design | 2016

Relevant Skills

- Experience with branding/brand consistency, advertising, social media management, and e-mail marketing.
- Knowledge of InDesign, Illustrator, Photoshop, XD and Affinity Photo & Designer
- Experience with editing HTML and CSS and with prototyping website designs
- Brief experience with professional photography, working in blender, and video editing
- Fluent in Spanish

Professional References

Sam Gibson | Design Professional

443.235.2456 | stgibson1@gmail.com

Monique Snyder | Communications Professional

443.366.4239

Bernadette Cannady | Circulation Manager

410.548.2968 | bcannady@wicomico.org