

## PROFESSIONAL OBJECTIVE

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Dedicated and detail-oriented professional with diverse backgrounds in graphic design, web development, and digital marketing. Known for strong problem-solving skills and adaptability, I thrive in fast-paced environments. Passionate about creativity and delivering exceptional results, I bring technical expertise and creative flair to every project. Experienced in leading teams and collaborating across departments, I contribute to the success and growth of forward-thinking organizations.

## PROFESSIONAL EXPERIENCE

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### OWNER / GRAPHIC DESIGNER | *iGraphix Marketing & Co.*

No Specific Loc. | Jan 2018 – Present

- Established iGraphix Designs as a freelance graphic design venture, collaborating with diverse clients and local artists/DJs.
- Produced visually captivating designs across branding, print, social media, and web platforms, consistently delivering high-quality results.
- Known for meticulous attention to detail and meeting project deadlines, earning a reputation for excellence in design execution.

### FREELANCE GRAPHIC DESIGNER | *The Paper Boutique*

A.F Valmont Plaza, Castries | Feb 2024

- Provided graphic design support across various projects, contributing to the team's creative endeavors.
- Developed proficiency in operating t-shirt printers, broadening expertise within the field.

### THE PRINT DEPOT

Micoud Street, Castries

#### Graphic Designer - Freelance

Dec 2023 - Present

- Worked on high-profile projects for business companies, leveraging graphic design expertise to deliver impactful visual solutions. Collaborated closely with clients to understand their branding objectives and translate them into compelling design concepts.

#### Print Operator

May 2024 – June 2024

- Operated and maintained various printing and cutting equipment to produce high-quality printed materials.
- Created and designed a variety of signage, including custom signs and vehicle number plates, ensuring compliance with customer specifications.
- Installation of signs and other printed materials, coordinating with clients and team members to ensure timely and accurate placement.
- Provided excellent customer service by addressing client inquiries and resolving issues promptly.

### LEAD GRAPHIC DESIGNER & MARKETING ASSISTANT | *Project-X Events*

No Specific Loc. | Aug 2021

- I serve as the exclusive graphic designer for the business, spearheading all design initiatives and contributing to various marketing campaigns.

### WEB DEVELOPER & GRAPHIC DESIGNER | *Glammo St. Lucia*

Pointe Seraphine, Castries | Apr 2019 - Jun 2022

- Developed an e-commerce platform using WordPress and coding expertise, crafting a seamless and visually captivating online storefront.
- Designed impactful banners for the website, aligning visual elements with business and marketing objectives.

**DIGITAL MARKETING ASSOCIATE (Freelance) | *The Pantry Box***

Marisule, Castries | Oct 2020 - Dec 2022

- Spearheaded online marketing and advertising campaigns, driving substantial sales growth through strategic execution.
- Designed captivating logo and promotional materials, leveraging graphic design proficiency to engage the target demographic effectively.
- Pioneered a customer referral initiative, fostering repeat business and generating valuable word-of-mouth referrals.

## EDUCATION

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**CASTRIES COMPREHENSIVE SEC. SCHOOL | *High School Graduate***

Vide Boutielle, Castries | 2017 - 2022

**CXC Subjects:**

- English
- Mathematics
- Information Technology

**Activities and societies:** DJing

**SIR ARTHUR LEWIS COMMUNITY COLLEGE | *Coursework in C.I.T***

Morne Fortune, Castries | 2022 - 2023

- **Program:** Computer Information Technogoly
- Cumulative **GPA:** 2.56
- Cumulative **Credits:** 42

**Courses Completed:**

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|-------------------------------------|---------------------------------------|--------------------------------|
| • Computer Architecture             | • Programme Methodology               | • Web Development I – HTML and |
| • Critical Reading and Writing I    | • Systems Application                 | CSS and Client-Side Scripting  |
| • You and the Digital World         | • Speech, Self and Society            | • Mathematics - Statistical    |
| • Functional French I               | • Ethics and Professional Development | Applications                   |
| • Mathematics - Algebra Essentials. | • A Survey of St. Lucian History and  | • Science, Design, Thinking.   |
|                                     | Heritage.                             |                                |

## LANGUAGES

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| • <b>English</b><br>Proficient (C1 Advanced) - Score: 63/100 | • <b>French</b><br>Basic proficiency; can understand spoken French to some extent. |
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## SKILLS

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### EXPERTISE

- Graphic Design
- Web development
- Social Media Management
- Marketing
- Troubleshooting
- Event Planning

### SOFT SKILLS

- Leadership
- Communication
- Problem-solving
- Adaptability
- Multi-Tasking
- Work Under Pressure
- Analytical Skills

### PROFESSIONAL SOFTWARES

- Microsoft Office Suite: Word, Excel, Access, PowerPoint & more.
- Google Suite
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Visual Studio

### COMPUTER LANGUAGES

- HTML
- CSS
- JavaScript
- C++

### OPERATING SYSTEMS (OS)

- **MacOS** - Proficient in MacOS, with hands-on experience in system navigation, software installation, troubleshooting, and customization. Comfortable with both standard user operations and administrative tasks.
- **Windows XP/7/10/11** – Skilled in utilizing Windows operating systems, including XP, 7, 10, and the latest version, 11. Capable of performing various tasks such as software installation, system configuration, driver updates, and troubleshooting common issues.
- **Linux** - Familiar with Linux primarily as a beginner.. Continuously expanding knowledge through self-study and practical application.

## CERTIFICATES

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- IT Operations, Maintenance, and Service Delivery for IS Auditors
- HTML Essential Training
- Designing an Authentic
- Retouching Headshots
- Accounting for non-accountants | LinkedIn
- Professional Diploma in Office Administration Management
- Graphic Design Foundations Layout and Composition
- Accounting for non-accountants | National Association of State Boards of Accountancy (NASBA)
- Professional Diploma in Social Media Marketing & Management

## REFERENCES

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- **MS. KRISTINA GUSTAVE**  
Owner Of Glammo St. Lucia  
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Castries, Saint Lucia.
- **MR. LANCE PETER**  
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A: No **Specific Location**