

Joaquin Ramirez Robilliard

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☎ (203) 559-8984

EXPERIENCE

● Digital Designer

DIRECT WINES • NORWALK, CT • OCT 2022 - CURRENT

- Owned the design and production process for emails, banners, landing pages, and social media content across all digital platforms for WSJ Wine, Omaha Steaks Wine, Southwest Airlines, and Alaska Airlines, driving customer marketing and acquisition.
- Collaborated closely with copywriters to develop digital assets for WSJ Wine, including customer marketing landing pages (CMLPs) and monthly web promotions.
- Partnered with art directors on social projects, planning and overseeing the production and timely delivery of assets.
- Spearheaded a new role in 3D projects, applying skills in Blender to create immersive digital experiences.
- Led the development of digital and social assets for WSJ Wine's 15th anniversary, resulting in elevated brand presence and engagement.
- Designed eye-catching email content that boosted revenue by 7% during peak season for WSJ Wine, significantly contributing to overall business growth.
- Founding member of the diversity, equity, and inclusion group; designed the group's logo to represent its mission and values.
- Created NPR-themed wine label designs for the "Short Wave" podcast, integrating brand storytelling into the product packaging.
- Conceptualized and pitched co-branded wine label designs for Delta Airlines and Southwest Airlines, enhancing the customer experience with bespoke offerings.
- Served as Design Lead for the Jets X LW digital experience, including the development of stadium signage, ensuring cohesive visual storytelling across platforms.
- Onboarded New Designers: Mentored and trained new design team members, providing guidance on company workflows, design standards, and tools to ensure a smooth integration and consistent output quality.

● Graphic Designer

MIMI SO • NEW YORK, NY • MAY 2021 - OCT 2022

Redesigned internal documents and marketing materials to modernize the brand's visual identity, contributing to the successful launch of new jewelry collections. Created digital newsletters, managed website content, edited videos, and assisted in photoshoots to ensure brand alignment. Collaborated with the Marketing Director on print and web ads, product catalogs, lookbooks, and trade show banners to support sales and marketing initiatives.

● Graphic Designer

SASD DESIGN SERVICE • BRIDGEPORT, CT • JAN 2020 - DEC 2020

Led a team of five on projects for theater, health, and nonprofit sectors, including the American Cancer Society, overseeing project management from concept to completion. Engaged with clients to develop presentations and deliver design solutions aligned with organizational goals. Created identity, communication, and environmental designs, focusing on brand development through logo design, color schemes, typography, and other brand elements.

EDUCATION

● Bachelor of Arts, SummaCum Laude

THE UNIVERSITY OF BRIDGEPORT • BRIDGEPORT, CT • AUG 2019 - JUN 2021

● Associates of Art & Design

NORWALK COMMUNITY COLLEGE • NORWALK, CT • AUG 2016 - JUN 2019

SKILLS

Software and Industry: Adobe CC • Blender • Figma • Touchdesigner • Google Suite • Microsoft Suite • Jira • Agile

Programming: HTML • Javascript • Bootstrap

Visual: Branding & Identity • Motion Graphics • Iconography • Illustration • Data Visualization • Typography • 3D • Packaging • Digital Design •