

GILDA PASQUIL

GRAPHIC DESIGNER

www.gpasquil-portfolio.com 

gpasquil@gmail.com 

(773) 412-8964 

Hoffman Estates, IL 

PROFILE

Experienced Graphic Designer and Photographer with a proven track record spanning over 10+ years. Demonstrated ability to craft visually striking designs that aligns with clients' creative direction. Possesses a deep understanding of layout and design and production principles and photography techniques, complemented by exceptional communication, collaborative team approach, analytical skills, and a self-starter-mindset.

TECHNICAL SKILLS

SOFTWARE:

Adobe Creative Suite

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Audition
- Adobe Dimension

- Adobe XD
 - HTML/CSS
 - Keynote
- Microsoft 365
- Microsoft Word
 - Microsoft Excel
 - Microsoft PowerPoint
 - Microsoft Teams
 - Microsoft Outlook
 - Microsoft SharePoint

PROJECT MANAGEMENT

- Trello/Monday.com/Clickup

COMPUTER PLATFORMS

- Mac and PC

WEBSITE PLATFORMS

- Wix
- WordPress
- Squarespace
- Custom CMS

EXPERIENCE

XENTRIS WIRELESS

Graphic Designer / Photographer; Addison, IL (2022–2023)

Simultaneously juggled multiple projects for commercial packaging, marketing products, and overseeing company newsletters.

- Designed visual elements for packaging, website, and marketing materials using Adobe Illustrator and Photoshop.
- Developed Xentris packaging graphics, confirmed with the engineering director to ensure the packaging met the legal requirements, such as the necessary logos for USB, RoHS, Reach, UL and Prop 65.
- Enhanced the packaging concept development process by experimenting with new die line ideas and producing physical mock-ups with a Silhouette machine cutter.
- Onboarded new products to Verizon's Brand Central CMS and PDP website pages, ensuring compliance with stringent brand standards and guidelines through the organization of product images, descriptions, and sell sheets.
- Compiled and summarized articles and images for monthly newsletters and corporate communications.
- Crafted videos and artwork for presentation materials with Premiere Pro, Illustrator, and Photoshop.

VISONS PHOTOGRAPHY, INC.

Studio Manager / Photographer; Chicagoland area, IL (Part-time 2011–2021; Full-time 2021-2022)

Responsible for photography, order processing, and customer service for corporate and volume photography.

- Photographed park district sports teams, gymnastics, dance schools, and school portraits.
- Selected and edited photographs for corporate clients and volume photography shoots using Adobe Lightroom and Photoshop.
- Managed order processing for volume photography shoots, demonstrating meticulous attention to detail, data entry, and organizational skills.
- Administered administrative paperwork for corporate clients.
- Facilitated improved communication by setting up remote access to provide technical support to the CEO.

GLENTRONICS, INC.

Project Manager / Graphic Designer / Photographer; Lincolnshire, IL (2012–2021)

Collaborated with production and marketing teams to create production artwork, B2B and B2C marketing materials, photographs, and videos for the manufacturer's retail, wholesale, and OEM clients.

- Supervised the creation of all visual materials related to all products (product labels, cartons, manual diagrams), marketing materials (catalogs, brochures, print and social media ads, and customer sheet templates), and app development, using Illustrator and InDesign.
- Developed PowerPoint templates and artwork for presentations used for B2B presentations and Continuing Education events
- Strengthened brand identities by overseeing multi-brand updates, coordinating with external graphic artists, marketing teams, and production teams to gradually update product labels, cartons, press checks, marketing materials, and website content.
- Enhanced visual communication on packaging by designing informational iconography and optimizing content layout for enhanced customer understanding.
- Researched, sourced, and designed branded trade-show backdrops, tablecloths, and giveaways.
- Photographed product images for websites, print marketing, social media, and videos; produced prototype images for PowerPoint presentations to customers using a Nikon D500/D300 and edited images with Photoshop and Lightroom.
- Edited videos for social media and instructional purposes, collaborating with multiple talents to create videos for English and Spanish speakers, employing Premiere, After Effects, and Audition.
- Relaunched the manufacturer's umbrella site, retail product site, wholesale product site, and created the site for the minor brand.
- Project manager in charge of collaborating with American Eagle web design to create a custom content management system for the manufacturer's retail and wholesale websites.
- Maintained all product content and SEO information for all sites, utilizing the custom CMS for retail and wholesale websites and WIX for the minor brand; adapted templates using HTML to reinforce brand identity and optimize page formatting.