

The background is a dark blue gradient with a collage of images on the right side. The collage includes a book cover for 'THE LAST GUARDIAN' by J.S. FERNÁNDEZ MORALES, a purple banner with the text 'We can only end COVID-19 Together', a white van, a portrait of a woman, and a laptop displaying a website.

Resume + Portfolio

alejandro
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Professional Experience

Tools & Software Mastery Highlights

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- WIX Editor X
- Midjourney

Skills & Specializations

- Logo & Brand Systems
- Brand Naming
- Brand Architecture
- Brand Tone & Voice
- Brand Image
- Package & Experience
- Design for Print
- Wayfinding
- Digital Design

Soft Skills

- Inquisitive
- Critical Thinking
- Curious
- Creative Problem-Solver
- Adaptability
- Self-Starter

Some experience in

- HTML/CSS
- UX/UI
- Animation
- Illustration

Languages

- English
- Spanish
- Italian

Diéresis Brand Consulting Agency

2019-Present | Denver, CO
Creative Director & Designer

- Coordinated with geographically diverse teams to ensure timely completion of projects, effectively managing budgets up to \$20,000.
- Assisted clients in securing contracts valued over \$1,000,000 through compelling proposal designs.
- Collaborated closely with clients to identify improvement areas and provide cost-effective solutions, resulting in reduced third-party costs.
- Directed design projects for clients across various industries, creating brand identities, digital graphics, websites, and more.
- Managed brand development projects from conception to delivery, including logo lockups, brand guidelines, and social media kits.
- Led and mentored teams of up to 4, enhancing performance and cohesion.

Knight Piésold

2017-2018 | Denver, CO
Graphic Designer

- Produced and managed graphic assets for internal marketing campaigns, supporting company events and news.
- Assisted in creating promotional materials for job fairs and conventions across three states.
- Upheld high-quality standards for client proposals in the mining and engineering industry.
- Designed clear, visually engaging graphics for data representation.

Blue Morpho Agency

2016-2017 | Guaynabo, PR
Lead Graphic Designer

- Developed design concepts for digital and print use, serving over 140 clients in banking, beauty & healthcare, and retail sectors.
- Collaborated with social media specialists and web developers to ensure unified design across multiple touchpoints.

Docestudio

2015-2015 | San Juan, PR; Denver, CO
Graphic Designer Intern

- Created designs for social media use and managed web files, supporting regional brands in the retail and beauty industries.
- Maintained brand guidelines across photos and videos, ensuring a cohesive brand identity.

Pixelogic

2010-2011 | San Juan, PR; Denver, CO
Graphic Designer/Web Developer Intern

- Collaborated on web projects, including website plug-ins and digital assets, for notable brands such as Toyota and Doral Bank.
- Led web projects with minimal supervision, delivering successful outcomes for clients in the travel and entertainment industries.

Freelancer

2007-2019 | San Juan, PR; Denver, CO
Freelance Designer & Design Consultant

- Partnered with diverse brands and start-ups to develop brand identities, websites, and marketing materials.
- Led over 200 design projects, coordinating production while managing client budgets and deadlines.

Academic Experience

Publications & Articles

University of Puerto Rico, Carolina Campus

2014-2015
Carolina, PR
Degree in Graphic Design

University of Puerto Rico, Rio Piedras Campus

2009-2014
Rio Piedras, PR
Degree in Graphic Design (Completed in University of Puerto Rico, Carolina Campus)

Additional courses in Art, Art History, Marketing, Photography, among other fields.

Let's Talk About... (Series of articles)

2021-2022

Let's Talk About... is a series of short publications where complex topics are discussed in an accessible and light-hearted format. Let's Talk About... is presented as a case study of the ins and outs of the world of design for seasoned experts and newcomers alike, including those who may be undergoing the research process before engaging with an agency for future projects.

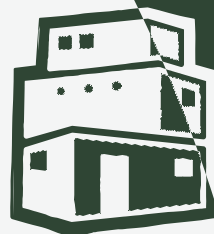
Article Titles

Let's Talk About Creating a Brand Name
Let's Talk About Branding & Identity
Let's Talk About Creating a Logo
Let's Talk About Creating a Brand Identity
Let's Talk About Rebranding
Let's Talk About Logo Inspiration
Let's Talk About Literal Logos, Hit or Miss?

Find them on-line: <https://www.dieresis.agency/projects/categories/publications>



WORK SAMPLES





Måneserad Branding

Måneserad | Atlanta, GA

2022

Måneserad is a handcrafted jewelry store located in Atlanta, GA. focusing on custom-made wearables for teens and young adults.

The Problem

Early in 2022, this brand was facing a critical issue where the name at the time (JM Jewelry) was very similar to other similar brands, losing potential customers to the competition. In addition, the client had concerns about the name being generic.

The Solution

After a research phase, a name that was unique and would guarantee a top spot in search engines when searching for said name was selected.

From the Swedish language, the words for Moon and Hypnotized: Måne & Hypnotiserad, were used to create this brand's name.

What we did

- Brand Naming
- Brand Identity & Logo



aBx Branding

aBx | San Juan, PR

2021

aBx is a CPA firm in San Juan, Puerto Rico which fuses traditional accounting & audit with process streamlining and automation.

The Problem

When aBx was just an idea, the founders wanted a brand that was agile, fresh, and approachable with little know-how on how to achieve this. In terms of design, they had a clear rule: no overused elements that are so common in small CPA firms.

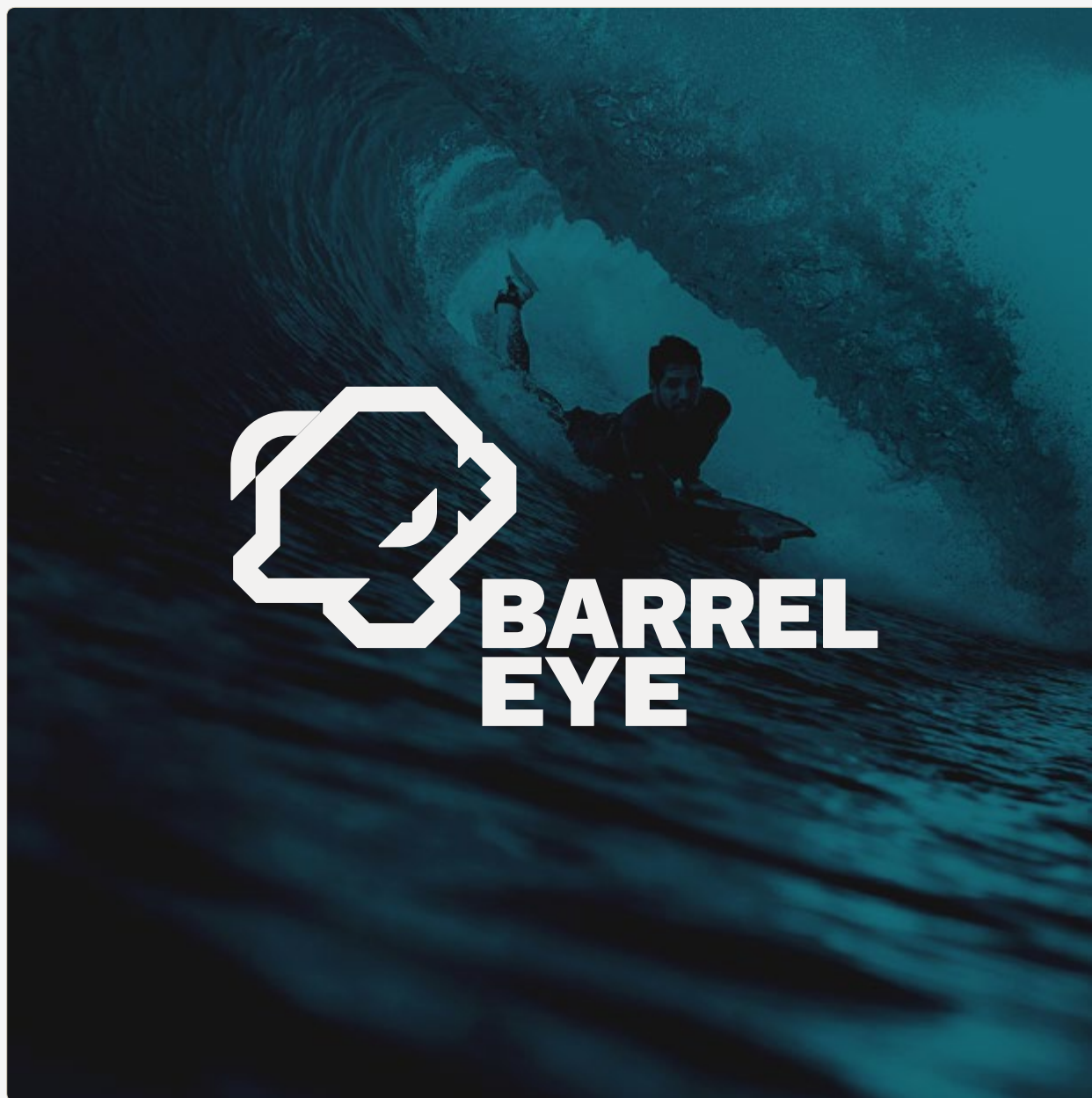
The Solution

The elements are slanted to create dynamism, while the right-most bar has an additional stroke, which alludes to the letter x. This also creates the shape of a text bubble, emphasizing the communication between brand & client.

When straightened, the logomark resembles a bar chart. One of the main goals was to avoid concepts that are trite and overused, but by taking this to abstraction, it is hidden, yet lies in plain sight.

What we did

- Brand Naming
- Brand Identity & Logo



BarrelEye Branding

BarrelEye | Atlanta, GA

2020

Barreleye is a Surf & Scuba photography studio based in Atlanta with locations in every wave around the world.

The Problem

Prior to the conception of BarrelEye as a brand, the studio already existed as a collaboration of photographers without a set identity to call their own. The founder wanted something that captured the essence of what they do without falling on the cliché use of the camera as an icon.

The Solution

The name BarrelEye has a double meaning, on one hand the barreleye is a deep-sea fish which relates to the diving aspect of the studio.

On the other hand, the most sought-after moment in a surfer's journey is achieving surfer's nirvana, that moment where the surfboard glides within the wave, as it creates a tunnel of water, also known as The Barrel. BarrelEye studio puts the eye of the camera in that barrel and captures a glimpse into the wave that you can take home long after the wave crashes.

What we did

- Brand Naming
- Brand Identity & Logo



Sensory Garden Field Guide

Denver Art Museum | Denver, CO

2021

The Sensory Garden is an open space for visitors of all ages and abilities where nature can be experienced through the senses. Filled with plants that evoke different experiences, visitors are invited to touch, smell, and see.

The Problem

The goal of the garden is sensory exploration with a focus on persons with diverse abilities (autism, PTSD, among others), placing signs for every plant would cause sensory overload which defeats the purpose of the Sensory Garden. How could we talk about each plant without causing a negative experience?

The Solution

The solution to this question was a field guide that would guide visitors through the garden, showing information on the different plants. This guide also includes icons that show visitors how they can interact with each plant, letting visitors know when to touch, when to smell, or interesting things to look out for.

What we did

- Booklet Design
- Material Selection



Slaves of Zisaida Novels Covers & Illustrations

Slaves of Sizaida | Denver, CO

2019-2020

Slaves of Zisaida is a sci-fi series of novels set in a not-so-distant future.

The Problem

On average, every year sees the publication of roughly 1,000 sci-fi novels. Being such a contended genre, standing out from a growing number of novels was key to the author.

The Solution

The Slaves of Zisaida series is all about the clashing of cultures, ideals, morals, and characters. Using this as a foundation for the design, a combination of landscape & space images were used in combination with a watercolor & rustic grunge aesthetic.

This hand-made feel clashes with the sci-fi contents within, preparing the reader for what is to come.

The first book, The Lost Signal, was entered in the SPSFC annual competition where the design for the book cover earned the second place.

What we did

- Total of three book cover designs
- Character Illustrations



Puerto Rico Leads las Americas Pilot Program

Puerto Rico Leads las Americas (PRLLA) | San Juan, PR

2021-2022

Amidst increasing numbers of COVID-19 in Puerto Rico, PRLLA & Aire Compartido collaborated with other organizations to implement air protection protocols in Puerto Rican schools. San Antonio de Padua was the pilot of this program.

The Problem

In order to achieve the goal of 0 COVID-19 spread within the pilot school, PRLLA needed visual reminders and graphic elements that consistently remind students to follow safety guidelines and best practices.

The Solution

Part of this air protection protocol (MLADS) combines research & education with cutting-edge technologies. We collaborated with PRLLA to implement a series of signs, banners, and other educational collateral that reminds students of the dangers of COVID, shows preventive measures, and gives information about the technologies that form part of the MLADS protocol. A total of 36 signs, 3 banners, and 10 posters were created and placed in key high-traffic locations around the school.

After the 2021-2022 school year, we are proud to say that the school achieved zero COVID-19 spread within school areas.

What we did

- Interactive PDF Documents
- Signs, Flyers, Banners



Estrumiando Branding & Web

Estrumiando | Lares, PR

2022

Estrumiando is a music academy with a focus on guitar lessons and technique. In addition, they also offer courses and one-on-one sessions to ensure a smooth learning process.

The Problem

Estrumiando started as a group of musicians that wanted to share their love of music with young musicians that wanted to improve their skills. They quickly started to face a problem that was making them lose potential clients. They did not have a platform to offer their services or a brand identity that clients could identify.

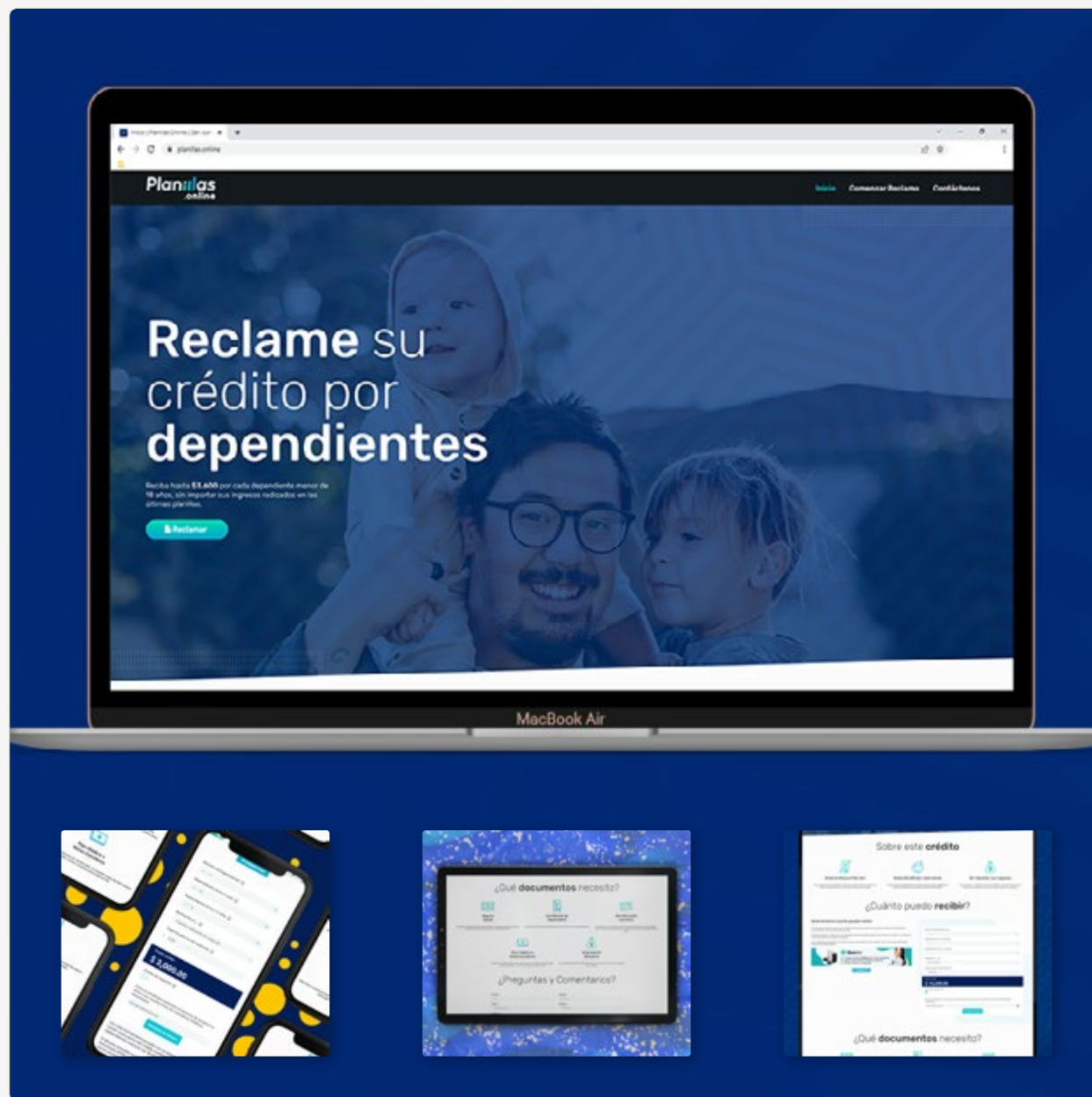
The Solution

For the Estrumiando website, the client's needs and goals guided the creation process. Being a web-based service, integrating multiple services such as Zoom, bookings, on-line courses, and e-commerce were key.

The Estrumiando website was created with an easy to navigate interface in both English and Spanish with eye-catching call to action elements. The website is fully-responsive and displays perfectly on any device and screen size.

What we did

- Brand Naming
- Logo



Planillas.Online Branding & Web

Planillas.Online | San Juan, PR

2022

Planillas.Online is a web-only product offered by TRC CPAs & Advisors, helping taxpayers with a variety of tax related hurdles. Recently, Planillas.Online helped parents claim the Child Tax Credit during the 2021-2022 tax season.

The Problem

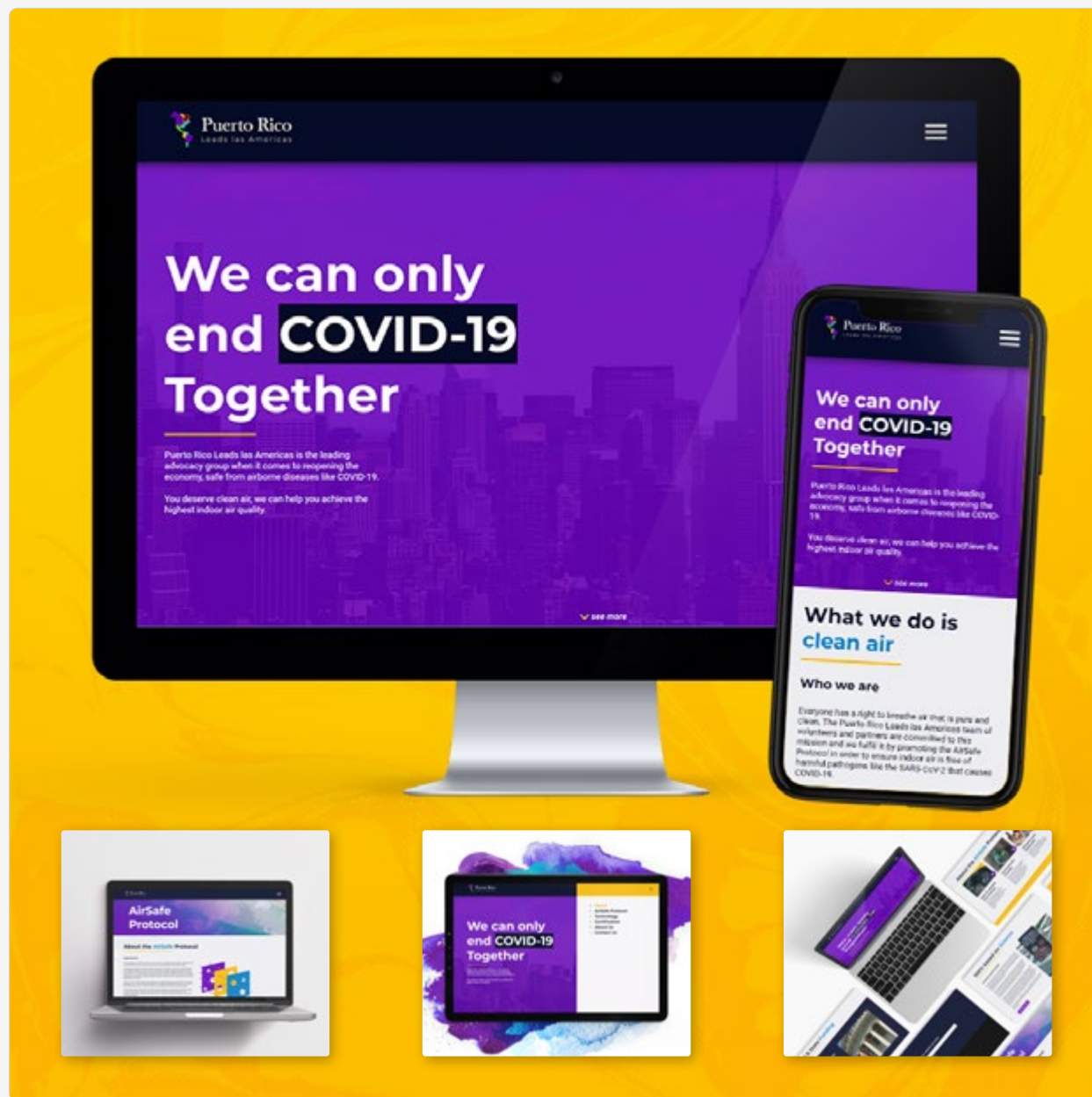
During the 2021-2022 tax season, a special Child Tax Credit was issued by the IRS with the intention to alleviate the impact of COVID-19 in families with children. Big name tax services like TurboTax had an advantage over small independent accounting firms with the TurboTax Child Tax Credit calculator, leaving small firms at a disadvantage.

The Solution

A simple but effective website was created to show parents the steps required to claim the credit, including a calculator app that would calculate the credit parents could claim with accuracy, similar to that of TurboTax. This was done in record time and launched early in 2022, leaving enough time for parents to claim their credit.

What we did

- Logo



PRLLA Branding & Web

PRLLA | San Juan, PR

2021

Puerto Rico Leads las Americas is the non-profit arm of SayNet which focuses on stopping COVID-19 by implementing cost-effective and certifiable measures that reduce the risk of contagion.

The Problem

PRLLA, being a non-profit, focus on education, providing resources and information that is backed by scientists and certified by independent studies.

A platform where these studies and information could be published was imperative for the brand. Additionally, the brand struggled to convey information in a way that the average person could digest and comprehend.

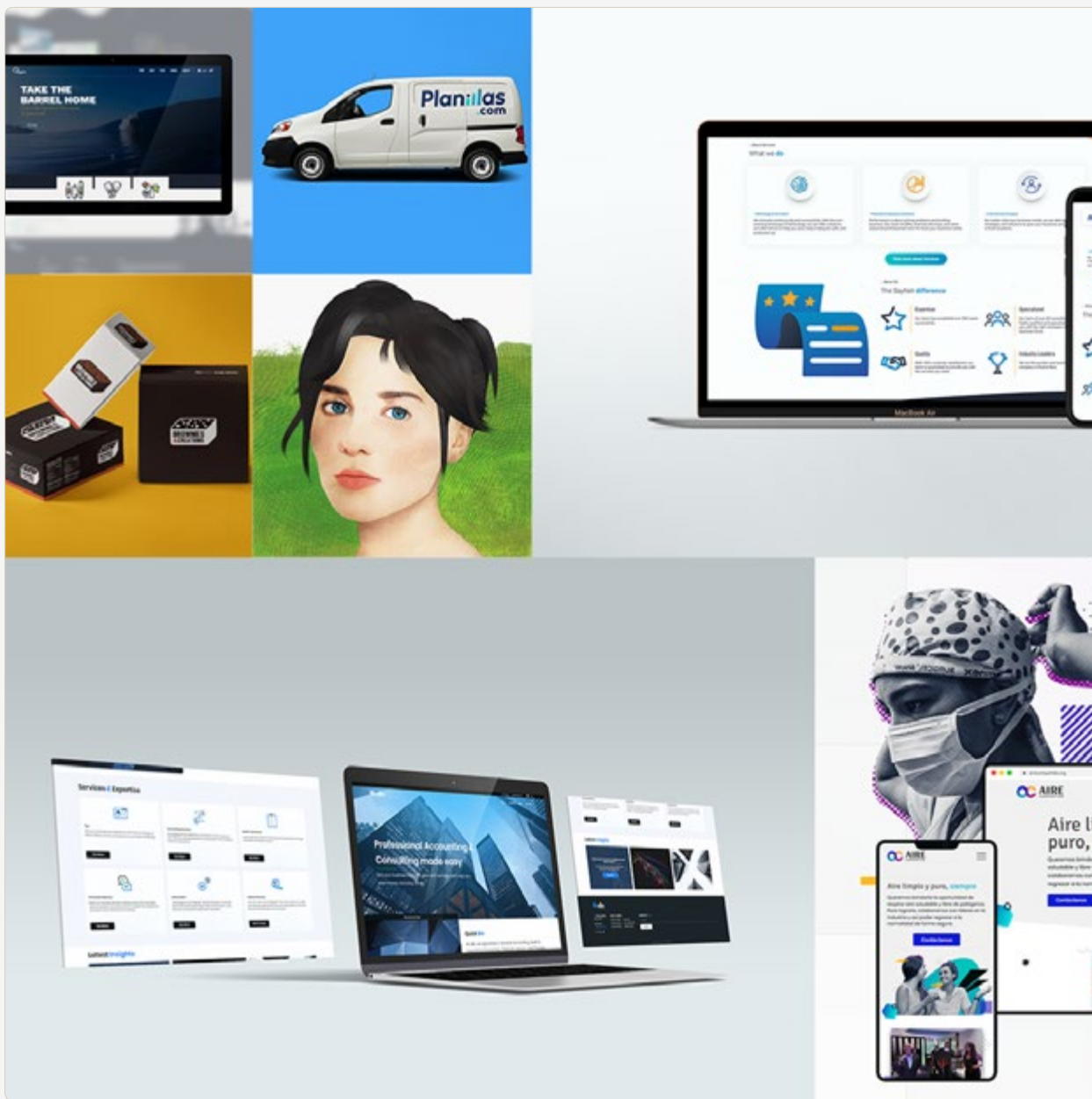
The Solution

The project started with the creation of a brand identity that felt approachable, this was done through the use of colors that are bright and shapes that are soft and rounded.

In order to tackle the challenge of communication, the information that was available was streamlined and condensed in a website that is easy to navigate and understand, providing scientific studies that read like a casual conversation.

What we did

- Logo
- Web Design & Development



Contact

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