

Carmita Lasso

SENIOR DESIGNER / CREATIVE DIRECTOR / PRODUCER



WHY ME?

I am a traveler, photographer, designer, painter and adventurous spirit. I mostly collaborate on corporate branding and identities, but I'm seeker of well thought out expressions and innovative art that pushes humanity to think, grow and evolve. I have been in the industry for 15 yrs and I have exceptional understanding of design principles in typography, imagery, color, & layout. Great communication skills with diverse personalities & a team-oriented attitude. I also have extensive experience in the Film Industry for the past decade, from Camera Assistant to Story Producer, Coordinator and finally Script Supervisor, for TV, film, documentaries, and commercials. I love my career and I revel in the moment that I can bring a smile to clients face after being able to manifest an idea, thought, or inspiration into reality. Feel free to look at my website at carmitalasso.com

CONTACTS

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Hollywood, FL 33020

PROFESSIONAL SKILLS

Photoshop	● ● ● ● ● ● ● ●
Indesign	● ● ● ● ● ● ● ●
Illustrator	● ● ● ● ● ● ○ ○
Lightroom/Photography	● ● ● ● ● ● ● ○
Package design	● ● ● ● ● ● ● ○
Film Production	● ● ● ● ● ● ● ○
iWork	● ● ● ● ● ● ● ●
MS Office	● ● ● ● ● ○ ○ ○

LANGUAGES

Spanish	● ● ● ● ● ● ● ●
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WORK EXPERIENCE

YEARS / TIME FRAME

WHERE

2,5 **MAY 2014 / PRESENT**
PRINT PRODUCTION ARTIST at Apple Inc. Miami Beach, FL & Cupertino, CA

Print production artist for Apple ALAC Marcom dept under The Community agency then transferred over to the Hogarth/WPP production agency. Responsible for trans creation, layout, design, proofing, and production of print/web campaigns for Latin America. Travel to Cupertino several times a year to prepare for new product releases and campaigns.

5,0 **MAY 2011 / MAY 2014**
CREATIVE DIRECTOR at Light Gather Media. Hollywood, FL

Co-Founder of a film/photography and graphic company. Managed the visual creation of general adverts/social media/OOH campaigns, on one or more accounts. Freelanced with agencies such as Holoma, Beber Silverstein, Maccabi Arts, Yum Inc.

0,6 **JAN 2011 - JUL 2011**
SENIOR DESIGNER at Brilliance New York Hollywood, FL

Lead designer on brand development, including naming, logo development, print collateral and all online advertising campaigns. Producing mechanicals, illustrations, dielines from concept to manufacturing/packaging all the way to POP. Branding a consumers journey from online/store experience to final product.

2,0 **AUG 2008 - DEC 2010**
GRAPHIC DESIGNER at Blanquier Sunny Isle, FL

Produced and localizing POS and collaterals materials for Latin America for General Mills with a focus accounts on Yoplait, Betty Crocker, Nature Valley, Old El Paso. Produced and excuted campaigns, brochures, print ads, event/promo exhibits and POP which were received with high satisfaction rates

1,0 **AUG 2006 / JUL 2007**
GRAPHIC DESIGNER at Turkel Branding Coconut Grove, FL

Assisted CD with brainstorming, concepting and image research. Retouching and color correction of photography/illustrations. Facilitate multiple resizes and rebuilds in Quark from supplied creative base. Prepared final mechanical and released artwork to clients such as Kissimmee, Jackson Hospital, Greater Miami Convention & Visitors Bureau, and BancRepublic Bank.

5,0 **FEB 2001 - SEPT 2006**
GRAPHIC DESIGNER at Intec Inc Miami Lakes, FL

Developed conceptual package design, catalog production. Developed the creative look/feel of products and ad campaigns. Collaboration with retailers such as Toy R' Us, WWE, Lucas Film, Radioshack, Walmart, GameStop, BestBuy and industry magazines as Gamers, Surfer, Maxim, etc. Forecasted work flow, tracking hours, project managing each job and designing a variety of projects simultaneously.

EDUCATION

BFA: GRAPHIC DESIGN

International Art Insitute Miami, FL
2001 / 2002

AA: BUSINESS MARKETNG

Miami Dade College Miami, FL
1999 / 2001

CLIENTS I HAVE WORKED WITH



Graphics: Apple Inc, General Mills, Visa, City of Miami Beach/Kissimmee & Canyon Ranch Hotels/Resorts, Holoma, Playstation, Xbox
Film & TV: HBO, Food & TV Network, Walmart, VH1, MTV, ABC, A&E
*separate resume available upon request