

Carmita Lasso

- SENIOR DESIGNER
- PROJECT MANAGER
- PRODUCER



WHY ME?

I am a traveler, photographer, designer, painter and adventurous spirit. I mostly collaborate on corporate branding identities, but I am seeker of well thought out expressions and innovative art that pushes humanity to think, grow and evolve. I have been in the industry for 18 yrs and I have exceptional understanding of design principles in typography, imagery, color, and 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 I bring a smile to clients face after being able to manifest an idea, thought, or inspiration into reality. More can be seen 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 | ● ● ● ● ● ● ● ● |
|---------|-----------------|

WORK EXPERIENCE

YEARS / TIME FRAME

WHERE

MAY 2018 - PRESENT

PROJECT MANAGER @ HOGARTH WPP

Brickell, FL & Cupertino, CA

Leading project planning sessions. Coordinating staff and internal resources. Managing project progress and adapt work as required. Ensuring projects meet branding standard and deadlines. Managing relationships with clients from the Latin American and Canada divisions.

MAY 2014 - OCT 2018

PRINT PRODUCTION ARTIST @ APPLE INC.

Brickell, FL & Cupertino, CA

Print production designer for Apple Latina American Marketing Communications department under the community ad agency for two years which later was transferred over onto the Hogarth/wpp agency.

MAY 2011 - MAY 2014

CREATIVE DIRECTOR @ LIGHT GATHER MEDIA

Hollywood, FL

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

JAN 2011 - JUL 2011

SENIOR DESIGNER @ BRILLIANCE NEW YORK

Hollywood, FL

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

APR 2010 - DEC 2010

GRAPHIC DESIGNER @ BLANQUIER

Sunny Isle, FL

Boutique-style advertising agency specializing in the US Hispanic and Caribbean markets. Producing digital mechanicals and layouts in a creative quality-oriented environment. Localizing POS and collaterals materials for Latin America for General Mills client with focus accounts on Yoplait, Betty Crocker, Nature Valley.

EDUCATION & CLIENTS

BFA: GRAPHIC DESIGN

AA: BUSINESS MARKETING

**INTERNATIONAL ART INSTITUTE
MIAMI, FL
2001 / 2002**

**MIAMI DADE COLLEGE
MIAMI, FL
1999 / 2001**

CLIENTS Graphics: Apple Inc, General Mills, Visa, City of Miami Beach/Kissimmee & Canyon Ranch Hotels/Resorts, Verizon
Film & TV: HBO, Food & TV Network, Walmart, VH1, MTV, ABC, SCI Channel
* separate resume available upon request

REFERENCES

DANIEL VELAZQUEZ

Director of Photography
Light Gather Media

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AVMED

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