

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

+1 (305) 335-3569

carmitalasso@email.com

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

JULY 2021 - PRESENT

CREATIVE SPECIALIST @ AVMED HEALTHCARE



Remote

Responsible for creating/executing marketing materials, collaterals, email, advertising, and publications for online and offline use. Demonstrating an ability to organize workload and workflow to meet high demand, high volume creative needs for the Marcom dept.

3 YEARS

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.

4 YEARS

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.

3 YEARS

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.

1 YEAR

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.

1 YEAR

GRAPHIC DESIGNER @ BLANQUIER



Sunny Isle,

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

INTERNATIONAL ART INSTITUTE
MIAMI, FL

AA: BUSINESS MARKETING

MIAMI DADE COLLEGE
MIAMI, FL



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

OLGA FUENTES

Sr. Finance Manager, Sony Music

LEILANI PACHECO

Account Marketing Manager

TEL: +01 3057331711

E-MAIL: Olga.Fuentes@sonymusic.com

TEL: +01 3059043434

E-MAIL: leilani.pacheco@gmail.com

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