



Phone
+54 11 2396-2952



Email
cberges@gmail.com



Location
Buenos Aires, Argentina
EST Timezone

PROFESIONAL PROFILE

Creative Graphic Designer with 10+ years of experience in visual design and digital marketing. Expertise in developing brand assets and email campaigns. Skilled in Adobe Creative Suite, Figma, and WordPress.

CORE COMPETENCIES

Design & Branding

Logo Design | Banner/Flyer Creation | Branding | E-mail Design | UX/UI

Digital Marketing

Social Media Marketing | SEO Optimization

Technical Tools

Adobe Photoshop, Illustrator, InDesign, After Effects | Figma | WordPress

Soft Skills

Creativity | Team Collaboration | Project Ownership | Agile Methodology

PROFESSIONAL EXPERIENCE

FREELANCE GRAPHIC/WEB DESIGNER

2024 - 2025

Self-Employed

Designed logos, print materials, and WordPress websites for diverse clients.

Created email templates and marketing collateral for small businesses.

GRAPHIC DESIGNER & DIGITAL MARKETER

2023 - 2024

RAINYSMILE DESIGN (Entrepreneurial Venture)

Launched and managed an Etsy store for digital products, increasing visibility through targeted marketing campaigns.

Created promotional assets (banners, social media visuals) and implemented SEO strategies to boost sales.

Developed skills in customer engagement, analytics, and conversion-focused design.

CAROLINA BERGÉS

SENIOR DESIGNER & UX SPECIALIST

2018 - 2023

DOCWEB TRC - US-based Design Agency

Transitioned from graphic design to UX/UI roles, delivering integrated visual solutions for web projects.

Collaborated with cross-functional teams to create designs aligned with marketing goals.

Pioneered design-to-development workflows for responsive digital experiences.

REFERENCES

JOHN ALDERS

Managing Partner, DocWebTRC

Phone: +1 (603) 458-2704

Email: John@docwebconsulting.com

EDUCATION & CERTIFICATIONS

Associate degree in software Development

2023 - Now

I. de formacion N° 29

UX-UI Design Specialization

2023 - 2024

Codo a Codo 4.0

Front-End Web Development Specialization

2020 - 2021

Globant Code Your Future Scholarship