

GREYSI VEGA



PRODUCT & BRAND DESIGNER

WWW.GREYSIVEGA.COM

EXPERTISE

BRANDING
USER INTERFACE
TYPOGRAPHY
ILLUSTRATION
MOTION GRAPHICS
DESIGN SYSTEM

ABOUT ME

Over 8 years of experience in visual Communications and Graphic Design, focused on creating immersive brands and holistic user interfaces. Key-stakeholder and developer in multi-disciple teams from marketing to broadcast reams, directly responsible for developing brand identity, motion graphics, illustration, marketing and digital assets, and social media. Managed the creative and production process for live broadcast packages. Hands-on experience with UX SaaS Product teams in providing a seamless end-user experience and advocates for holistic design vision across products and platforms, with consideration for the future of the product. Demonstrated experience with information architecture. Developing and maintaining product design systems.

SKILLS

ADOBE CREATIVE SUITE
FIGMA
TYPOGRAPHY
ANIMATION

EXPERIENCES

PRODUCT DESIGNER MAGAYA - MIAMI, FL 2019 TO PRESENT

Sets, maintains and advocates for the holistic design vision of Magaya across products and platforms, with consideration for the product's future. Consistently considers the holistic user experience and potential states (errors, successes, dead-ends) in the products they work on. Puts themselves in the shoes of the end-user and advocates that point of view to Development and Product team. Demonstrates understanding of layout, typography and visual hierarchy of Magaya's brand and products. Follows existing visual and UX patterns, to ensure a consistent and intuitive experience across all of Magaya's features and products.

SENIOR GRAPHIC DESIGNER MAGAYA - MIAMI, FL 2019 TO 2020

Collaborate with the Senior Product Marketing Manager to create a design process to support the marketing department design needs and campaigns promoting brand awareness. Created a collateral organization system to archive old assets, plus manage all new projects. Work across multiple departments, including brand, digital design, marketing, product, and sales. Provide creative direction on website/social/video on Magaya brand and cross platform campaigns. Maintain brand guidelines and design standards.

GRAPHIC DESIGNER TELEMUNDO NETWORK - MIAMI, FL 2018 TO 2019

Collaborate with the Senior Product Marketing Manager to create a design process to support the marketing department design needs and campaigns promoting brand awareness. Created a collateral organization system to archive old assets, plus manage all new projects. Work across multiple departments, including brand, digital design, marketing, product, and sales. Provide creative direction on website/social/video on Magaya brand and cross platform campaigns. Maintain brand guidelines and design standards.

GRAPHIC DESIGNER UNIVISION DEPORTES NETWORK - MIAMI, FL 2015 TO 2018

Developed graphics for live shows and major events such as World Cup 2014, Copa Oro 2015 & 2016, Copa America Centenario, World Cup 2018 Coverage and several more. Created logos and design packages as well as refreshed designs for existing network brands. Responsible for daily graphics during live shows, games, and creating social media assets. Worked with in-house producers and external clients. Maintained on-air content cohesive with established looks and design.

EDUCATION

2007 - 2012
HIGHER INSTITUTE OF DESIGN

Bachelor of Arts in
Graphic Design