

Otto Barrios Gomez

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PROFILE:

Bilingual (Spanish/English) Graphic Designer with a strong focus on driving business results through creative excellence. I transform market insights into compelling branding strategies that significantly boost brand awareness, accelerate revenue growth, and foster strong customer loyalty. Proven ability to lead creative projects from ideation to delivery, developing engaging digital graphics, print materials, and dynamic advertising campaigns. Highly proficient in design and video software across Mac and PC, I am a collaborative and adaptable professional who consistently exceeds expectations.

EDUCATION:

Caracas Design Institute.
Graphic Design I Bachelor Degree in Arts.
1984 - 1987 / CARACAS. VENEZUELA

PROFESSIONAL EXPERIENCE:

VOX Nutrition Inc.
Graphic Designer
02/2021 - CURRENT / WEST JORDAN, UT

- Designed eye-catching and customized product labels for clients in the nutritional supplement industry with the ability to carry out multiple projects simultaneously
- Created engaging social media graphics to promote products and increase brand awareness.

TCS JOHN HUXLEY America, Inc.
Graphic Designer
12/2019 - 03/2020 / LAS VEGAS, NV.

- Conceptualized and designed visually striking artwork for casino gaming tables to enhance customer engagement and retention.(Closed by COVID 19)

Gaming Partners international.
Graphic Designer
05/2018 - 12/2019 / LAS VEGAS, NV

- Led the creative process from concept to completion, developing innovative and visually impactful designs for a global casino audience.
- Spearheaded the design of gaming tables and commemorative chips and cards for high-profile events like the World Poker Tour / Chinese New Year.

JCM Global.
Graphic Designer
03/2017 - 05/2018 / LAS VEGAS, NV.

- Developed and executed comprehensive marketing campaigns, including creation of engaging collateral and building strong brand partnerships.
- Selected to lead the design of a successful golf tournament campaign, resulting in increased audience attendance and national sponsorship acquisition.
- Produced dynamic motion graphics videos for global product launches using Adobe After Effects.

Passion Parties.
Bilingual Graphic Designer
07/2015 - 01/2016 / LAS VEGAS. NV.

- Managed bilingual (Spanish/English) design projects and campaigns to expand the customer base. Developed visual assets, including an annual catalog, and executed successful social media and email marketing initiatives.

**PROFESSIONAL
EXPERIENCE:**
(CONTINUE)

Parmalat / Lactalis Group.
Graphic Designer & Media Manager
08/1997 - 02/2013 / CARACAS, VENEZUELA.

- As the graphic department manager for Parmalat for fifteen years, I was responsible for designing the entire variety of packaging and labels for the products the company manufactured (cans, plastic, cardboard, shrink wrap), and I was also responsible for creating all the creative pieces for all product launches, promotional campaigns, and events. This included creating graphic material for magazines and newspapers, banners for supermarkets, promotional material for the sales force and promoters, event support, billboards, digital banners for the internet, and lettering for the company's cars and trucks. This was not only in Venezuela but also in the Latin American countries where the company was represented (Colombia, Nicaragua, Paraguay).

**FREELANCE
EXPERIENCE:**

FreeLance Graphic Designer.
Label & Packaging Designer (Remote)
LAS VEGAS, NV. / SALT LAKE CITY, UT

- As a freelance Graphic Designer, I collaborate directly with clients across Europe, North America, and South America (including Venezuela, Nicaragua, Costa Rica, Ecuador, Italy, and the USA) to drive brand development. My work encompasses creating impactful advertising and marketing initiatives, with a strong focus on featured packaging designs, for clients such as La Perfecta Dairy Foods, LAVESA Dairy Food (Sabana Milk), Sur American Food, Newport Motors, Bellissima Lei, Prollosa Dairy Foods, 3P Foods, Moca Café, Silver State Taxes & Insurance, Odiaga Auto Sales, EZ Paella Restaurant, OTW Safety.

TECHNICAL SKILLS:

- **Adobe Creative Cloud:** Illustrator, Photoshop, InDesign, Dimension, After Effects, Media Encoder, Acrobat, XD, Lightroom
- Microsoft Office 360
- **Web Design:** (Webflow, Atom, Visual Studio Pro)
- **Audio:** Audacity (Audio), OBS
- **3D Render:** Cinema 4D / Blender
- **UX / UI:** FIGMA / Axure RP 9, Canva
- **Platform:** Mac / PC
- **Video editing:** CapCut, Da Vinci Resolve, Filmora

REFERENCE:

PEARSON GORHAM
Senior Graphic Designer - TCS JOHN HUXLEY
Phone: 702-533.9028
Email: cpg3@cox.net

CHRIS PAYNE
Senior Graphic Designer - IGT
Phone: 702-406-3647
Email: contact@chrispayne.net

TERESA BORJA
Sales Manager – Party Lite
Phone: 956-371-6271
Email: Tborja220@gmail.com

CERTIFICATIONS:

Cinema 4D Certificate
Domestika
Issued Jan 2021
Credential ID: da1b1d3b64e311a497e8cb11de5255c8

Art Direction: Advertising 3D Design
Crehana
Issued Sep 2020
Credential ID: Crehana / Graphic Designer 3D

Master Autodesk Maya 2020
Udemy
Issued May 2020
Credential ID: UC-3dc75f32-5f9d-4937-4936-83c571994bbf