



# LOUIS MORALES

WEBSITE DESIGNER / GRAPHIC DESIGNER / ANIMATOR

## EXPERIENCE

### Steer - Multimedia Lead (2018-Present)

I am the Multimedia Lead in charge of creating compelling, innovative designs and creative solutions for video, web, exhibition, digital, and digital, and print. I manage retainer clients which we assist with web development for maintenance, updates, and design while following their brand identity in understanding project requirements. I design for multiple high volume projects that involved creating 30+ deliverables to create a finished project.

### Let Love International - Lead Graphic Designer (2017-2020)

A startup mission-based non-profit 501 (3)(c) that focuses on helping the less fortunate from Guatemala and Peru. Former board of directors in charge of the brand identity and design. Designs include the trademarked logo, promotional designs stationery, and service trip videos.

### Healthcentric Advisors - Communications Intern (2018-2019)

Working alongside a nationally recognized, nonprofit healthcare quality improvement organization delivering education, technical assistance, research, analytical, and project management services using design, animation, and video.

### Unity Center, Rhode Island Collage - Graphic Specialist (2018-2019)

Provided graphics for campus-wide events associated with the Unity Center. Able to take on an idea given and make a design that compliments it through printed material and for the first time in the Unity Center animated motion graphics.

### Student Union, Rhode Island Collage - Multimedia Designer (2017-2018)

Worked with student organizations and departments to design marketing assets while ensuring the design follows the college standards and brand identity. Providing versatility to provide different size ratios from digital to print on a small scale and large format printing. Alongside animated video.

## EDUCATION

### 2010-2014

Community College of Rhode Island: Associates Degree

### 2014-2019

Rhode Island College: B.F.A Graphic Design and B.A Digital Media (Magna Cum Laude)

## REFERENCES

### Povilas Mecys

Front End Designer, Brown | (401) 830-6509 | povilas\_mecys@brown.edu

### Kristen Salemi

Director Student Union | (401) 456-8538 | ksalemi@ric.edu

### Kristin DiVona

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## ABOUT ME

I am a first-generation Latino American and the first in my family to have the opportunity to attend college. Coming from a diverse background made things difficult but not impossible. I committed myself to advance diversity and inclusion which through my community I was able to push forward and become the professional I am today.

I am currently working as a Graphic Designer, Web Designer, and Project Manager for retainer clients in the creative field. With 6+ years of experience, I have had the opportunity to dive into many aspects of the creative field. Being a multimedia lead, I have worn many hats such as front/ backend design, UX/ UI design, website design/ website administrator, web analytics, animation, exhibit design, and video.

## SKILLS

### Language

Fluent in English and Spanish

