

Charlie Herrera

Graphic Design & Marketing | cherreradesign@gmail.com | cherreradesign.com

Experience: **Graphic Designer** | *Asensus Surgical* | Durham, NC | February 2022 – August 2024

- Worked with the marketing team and managed the creative for Asensus Surgical's Product
- Designed customer-facing print and digital marketing materials (e.g. brochures, posters, trade show materials, social media graphics, interactive deliverables, etc.).
- Interfaced with internal and external clients to understand project objectives and translate them into creative deliverables
- Managed digital production process across multiple platforms (video, website, email campaigns, etc.)
- Created website assets, from hero design to photography
- Developed shared Marketing Assets Library for ensuring all digital assets files are organized and current
- Aligned with design industry trends and best practices, while balancing regulatory guidelines required for the medical device and healthcare industries

Graphic Designer | *CBRE* | New York, NY | February 2021 – November 2021

- Responsible for layout, design, and production of unique, quality designs
- Worked within a multitude of brand guidelines (CBRE as well as individual client brands)
- Created original creative content (logos and brand applications) for new pursuits
- Focused on creating multi-paged documents, including proposals, presentations, BOVs and e-flyers
- Managed own workload and worked in a fast-paced environment with multiple projects going on at the same time

Brand Services Designer | *Davis Polk & Wardwell LLP* | New York, NY | April 2018 – May 2020

- Managed projects throughout the project life cycle, liaising with key clients and stakeholders and the Brand Services team
- Developed print and digital design deliverables, adhering to firm brand guidelines, including: presentations and pitch decks, brochures, newsletters, white papers, firm ads, signage, promotional items, etc.
- Designed custom, multi-component presentations for pitches, tailoring the designs specifically to the recipient company
- Created custom graphics for event-related campaigns, including: graphics for social media, web, digital and print invitations, signage, custom gifts, etc.

Graphic Designer & Marketing Coordinator | *Newmark Knight Frank* | New York, NY | August 2016 – March 2018

- Designed print and digital marketing materials for commercial retail development projects and lifestyle centers, including: presentation materials, pitch decks and books, property and scope of services books, flyers and brochures
- Created and designed digital flyers for commercial real estate opportunities within Manhattan
- Manipulated professional renderings and re-touched photos
- Designed detailed street and area maps of different parts of Manhattan, to be marked with relevant retail infrastructure

Education: BFA Graphic Design | Montana State University | Bozeman, MT | August 2012
Communications | University of Victoria | British Columbia, Canada | August 2006 – May 2008

Software: Adobe InDesign, Photoshop, Illustrator, PowerPoint, Microsoft Office Suite, Canva, AI Tools

Skills: Creative Direction, Brand Management, Product Management, Writing (creative, content, copy), Photography, Photo Editing and Re-touching, Presentation Design, Infographics, Social Media, thorough understanding of brand and design principles, strong attention to detail, organizational skills, ability to manage multiple projects in a fast-paced environment

Portfolio: cherreradesign.com