

# JOSE TAIRA

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## EDUCATION

### New York Film Academy

New York, NY  
Sep 18 – May 19  
1-Year Conservatory in Graphic Design

### Hunter College

New York, NY  
Oct 16 – Dec 17  
Certificate in  
Graphic Design / Marketing

### Universidad Peruana de Ciencias Aplicadas

Lima, Peru  
Mar 14 – Nov 14  
Certificate in Consumer Psychology

### San Ignacio de Loyola University

Lima, Peru  
Aug 08 – Dec 12  
B.S. in Marketing

## SKILLS

Adobe Creative Suite:  
Photoshop, Illustrator, InDesign,  
After Effects, Premier, Dreamweaver,  
XD

Knowledge of HTML and CSS

Proficient in MS Office Suite

Fluent in Spanish

## RECOGNITION

### Japan Day 2019 Poster Competition

Honorable Mention Winner

## EXPERIENCE

### Fluz

New York, NY  
Graphic Designer  
Nov 19 – Present

Preparing web banners for site content pages, blog posts and internal promotions.

Creation of GIFs for select campaigns.

Follow an integrated content calendar for various channels.

Preparing email blasts using content management tools.

Preparing digital assets for social media posts.

Internal presentations for new business initiatives.

### Rocean

New York, NY  
Graphic Designer  
Sep 19 – Nov 19

Collaborate on and anticipate the collateral needs, own the process from new design ideas and concepts to final deliverables.

Prepare design files with proper size, bleeds, margins, and mechanicals required for production.

Maintaining organization of digital brand assets and updating as new files are made available while maintaining version control protocols.

Design presentations, collateral, product labels, packaging, mock up, emails, social media assets, brochures.

Ensure design standards are upheld on all corporate communications, and ensure the highest quality of work.

### Grupo T&C

Lima, Peru  
Publicity Assistant  
Feb 16 – Jun 16

Create visual wayfinding solution.

Enhance a sense of community and identity for the different projects.

Design visual media, illustrations, billboards, flyers and posters.

Create and implement marketing strategies.

### Caral Edificaciones

Lima, Peru  
Marketing Assistant  
Nov 13 – Dec 14

Elaborate brand strategy and visual experience

Design advertising for newspapers, magazines, outdoor advertising and social media

Create and implement of new graphics for social media

Establish brand identity for different products

### Braillard

Lima, Peru  
Marketing Assistant  
Mar 13 – Nov 13

Design and coordinate advertising for social media and print materials (brochures, catalogs, advertising panels, newspapers and magazines)

Create and coordinate promotions, campaigns and events

Help develop annual marketing plan and budget

Design vinyl wraps for test drive cars