



JOACIR SOTO

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San Diego, CA

DETAILS

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ABOUT

Dedicated, creative professional with experience using strategic design to solve user issues in fast-paced environments. Natural leader utilizing cutting-edge technology to improve overall design efficiency and enhance user experiences. Bilingual communicator (English/Spanish) able to break down complex concepts for all organizational levels and cross-functional teams.

PROFESSIONAL EXPERIENCE

Remote | **Freelance Sr. Interactive Art Director** (08/2021 – Present)

Art Direction, Creative Design, Email Design & Development, Animated Banners, Digital Art, Social Designs and Brand Identities

Rosetta Stone, Arlington, VA | **Web Engineer** (07/2017 – 07/2021)

Designed and coded all marketing and programmatic emails—Lexia for Rosetta Stone—in collaboration with creative and marketing departments. Applied day-to-day, year-to-year coding trends to email marketing campaigns. Engineered emails to align with content relationship management application, improving user engagement and open engagement by optimizing code.

- **Created in-app and responsive email campaigns using Braze CRM software and Oracle Responsys.** Designed and implemented creative and content team best practices for using client's customer engagement platform.
- **Developed and marketed multimillion-dollar language-learning product for Univision customers.** Revised Rosetta Stone's general market emails for Univision-specific branded emails. Generated 25+ program engagement emails, transactional notifications, and welcoming messages for product launch.
- **Increased email click rates 10-15% by optimizing outgoing email code.** Reduced code lines from 1.5K to 600.

LMO Advertising, Arlington, VA | **Senior Interactive Designer** (07/2014 – 11/2016)

Led 5-designer team and trained art directors in basic email protocols, digital banner criteria, and other mobile and tablet design best practices. Created wire-frames for emails or landing pages in partnership with CCO, art directors, and copywriters. Developed seamless delivery mechanism for all digital components in collaboration with ad ops supervisor, graphics supervisor, and Ad Server (Sizmek). Facilitated static and digital pitches development by liaising between new business staff, video producer, motion graphic designer, and other key stakeholders.

- **Earned \$2M in new revenue by leading art direction pitch for tablet business.** Designed artwork for tablet covers and device decals aligned with customer's new creative direction.
- **Enhanced customer satisfaction by increasing animated ad production 20%.** Lightened animation file and reduced storyboarding needs by using HTML5-compatible animation.

The Hill Group, Bethesda, MD | **Graphic & Web Designer** (01/2011 – 01/2014)

Managed graphic design and development services, producing marketing, branding, and animation materials for clients. Translated SME's vision into engaging designs used for websites, landing pages, emails, brochures, posters, infographics, and corporate publications. Set code and embedded Section 508 standards into all digital documents and client websites.

- **Saved client \$60K on interactive website redesign by conducting internal research and development.** Overhauled user interface experience. Incorporated back-up and search systems for personal photo website while ensuring compliance with copyright standards.

AAAE, Alexandria, VA | **Lead Designer** (01/2007 – 12/2010)

Spearheaded design and development of all advertising, marketing, print, and web collateral. Revitalized user interface and experience of association's website. Managed association membership's bimonthly print and digital publication *Airport Magazine*; developed layouts and strategic print/digital collaborations. Generated interactive member alerts, email marketing, quarterly reports, and membership directory.

- **Generated \$7M in annual revenue,** developing visual identity for 70+ global events.
- **Improved contact directory handbook user efficiency, reducing labor needs by 50%.** Exported files from QuarkXPress to Adobe InDesign. Eliminated double-checks and enabled more time for creative development, desktop publishing, and printing tasks.

SKILLS

- Art Direction
- Visual Design
- Email Development
- User Experience (UX)
- User Interface (UI)
- Motion Design
- Digital/Print Design Strategy
- Customer/User Engagement
- Strategic Marketing
- Web Content
- Social Media
- Process Improvement Cross-functional Collaboration

TECHNOLOGY SKILLS

Design:

- Figma
- Photoshop
- Illustrator
- Dreamweaver
- Animate
- XD
- InDesign
- Media Encoder
- InCopy
- Acrobat
- Lightroom
- Bridge
- Spark
- After Effects

Communication:

- Salesforce
- Braze
- Marketo
- MailChimp
- Constant Contact
- MyEmma
- Real Magnet
- Responsys
- Litmus
- Keynote
- MS Office

EDUCATION

Anthem Education Group /
The Chubb Institute, Arlington, VA
**Certificate in Multimedia
and Graphic Design**