

ALEX POLO

GRAPHIC DESIGNER

Over 20 years of highly motivated, passionate and proven experience in visual communication and graphic design. Highly skilled at Adobe Creative Suite. Strong background in brand identity, art direction, digital and print advertising, collateral, exhibits, specialty items, general marketing and social media. Expertise in managing external agency and vendor relationships to ensure quality and brand integrity. Vast experience creating and establishing branding and design guidelines for major companies' visual identity. Bilingual (English and Spanish).



WORK EXPERIENCE

SENIOR GRAPHIC DESIGNER

MatrixCare/2012-2020

- Spearheaded design, development and refinement of MatrixCare's new logo, graphic standards and visual brand strategy (including fonts, color palette, photography and illustration standards, iconography, patterns, etc.). The MatrixCare family of brands included several business units with multiple software products and services.
- In a two-year span, conducted the visual company's transformation from having limited brand recognition in its market to dominating several categories of long-term care software, increasing revenues 200% year over year, and leading to MatrixCare's acquisition in late 2018.
- Led art direction for company, responsible of ensuring brand consistency across collateral materials, ads, trade show exhibits, website elements, social platforms and other visual communications media, working with both internal creative and agencies/freelancers.
- Designed fast, accurate and effective solutions to support multiple business units in the U.S., including marketing collateral, presentation decks, and visual support materials for internal campaigns, promo items, user experience and other design needs.

FREE LANCER/CONSULTANT

Motorola, World Fuel Services, Brightstar, other/2010-present

- Provide branding and design consultation services for more than 20 brands including strategy, graphic design and production/vendor management.

SENIOR GRAPHIC DESIGNER

Motorola/2007-2010

- Implemented development and production of graphic materials for the Latin American market; including sales and technical sheets, brochures, posters, email design, tradeshow materials, presentation decks and marketing event materials for clients in 10 countries across the Americas with a three-year approval rate of 95% from clients.
- Oversaw design and production of Motorola-branded materials developed by different agencies and international vendors, as well as its production in the U.S.

PREVIOUS EMPLOYERS:

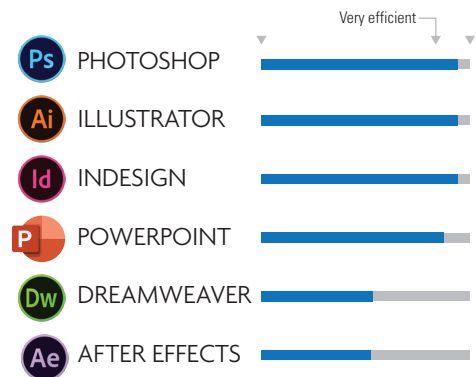
Eligge Consultores-Mexico City, McCann Erickson-Mexico City, Warcomm-Long Beach CA

REFERENCES

While I'm very proud of the results I've delivered for my employers, I'm even more proud about the feedback I've received on my professionalism and collaboration.

- ✦ **Mary Beth Mohn**, MatrixCare
- ✦ **Julie Natzke**, MatrixCare
- ✦ **Sonia Prieto**, Motorola
- ✦ **Katherine Joss**, World Fuel Services
- ✦ **Roberto Ricossa**, F5

SKILLS



MAJOR BRANDS I'VE DESIGNED FOR



EDUCATION

GRAPHIC DESIGN & VISUAL ARTS

Universidad Autonoma Metropolitana-Mexico City 1990-1994