

ARMANDO GUZMAN SANCHEZ

Graphic Designer | Visual Communication | 📍 Dominican Republic (UTC-4)

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- **Creative and Detail-Oriented Designer:** Possess a keen eye for detail and a strong understanding of design principles, capable of creating stunning visuals and high-quality visual content for both print and digital media.
- **Collaborative Problem Solver:** Excel in collaborating with cross-functional teams and clients, fostering strong working relationships to develop creative concepts and design solutions that meet project goals.
- **Proficient in Industry-Standard Tools:** Skilled in using Adobe Creative Suite to manage multiple projects simultaneously, ensuring efficient time management and exceptional quality in every design.
- **Effective Communicator:** Strong communication skills, adept at liaising with suppliers and balancing several creative projects while maintaining a critical eye on every detail to deliver visually compelling and impactful designs.

KEY SKILLS

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Branding & Identity

Logo Design
Attention to Detail
Marketing Collateral
Corporate Design
Teamwork

Copywriting
Project Management
Advertisements
Microsoft Suite
Presentation Design

PROFESSIONAL EXPERIENCE

Teleperformance Dominican Republic & Honduras

2021-2024

Marketing Project Coordinator

Oversaw the pillars of “Internal Marketing” and “Client Experience” through the fulfillment of high-level creative requests that required comprehensive graphic design solutions for digital and print media. Leading a team of designers, I assigned tasks and provided art direction to ensure alignment with brand guidelines. Acted as a primary point of contact, liaising between internal stakeholders, vendors, and clients to facilitate project requirements and deadlines. Additionally, I managed procurement processes, supervised spatial branding installations, maintained corporate communication channels, and wrote scripts for corporate and client-facing videos.

- **Led Design Projects for Latin America:** Head designer for multiple branding projects across the Latin America cluster, achieving a 95% stakeholder approval rate.
- **Global Collaboration:** Partnered on digital and print media projects for international events, collaborating remotely with teams in Mexico, Colombia, the United States, India, the Philippines, and more.
- **High-Volume Design Production:** Produced over 1,000 graphic design pieces for digital, print media, marketing and sales significantly contributing to endomarketing strategies and 8 consecutive Great Place to Work® certifications.
- **Diverse Industry Experience:** Engaged in design projects across various industries, including healthcare, telecommunications, logistics, luxury retail, and hospitality, collaborating with major US and global brands.
- **Leadership and Development:** Led and mentored a team of 4 designers and 4 interns, delivering creative solutions in branding, corporate design, endomarketing, digital marketing, public relations, marketing, pre-sales, client experience, print media, and spatial branding.

Teleperformance Dominican Republic
Lead Marketing Graphic Designer

2016-2021

- Serviced creative requests through comprehensive graphic design solutions for both digital and print media, staying current with the latest design trends & industry best practices.
- Responsible for creating and organizing a centralized repository for all marketing and design assets to ensure easy access and efficient workflow.
- Consistently delivered final products ahead of deadlines while maintaining high service levels and quality standards.

EDUCATION

Bachelor's Degree in Advertising
UNAPEC, Santo Domingo, Dominican Republic

2012-2018

LANGUAGES

- Spanish (native)
- English (C2 Proficiency | [see credential](#))