

## MONICA QUINTERO

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### EDUCATION

**UNIVERSIDAD DEL VALLE. College of Arts**, Cali, Colombia  
Bachelor of Industrial Design, GPA: 3.5/4.0

2006-2012

**UNIVERSIDAD JORGE TADEO LOZANO**, Bogota, Colombia  
Certificate Design and Marketing for websites

2012

### EXPERIENCE

**PROJEKTA DESIGN STUDIO**, Houston, TX

**Graphic Designer Freelance (2016-Present)**

- Optimized Worked with clients to gather and define requirements, establish scopes, and manage project milestones.
- Contributed to design ideas in the early planning stages with customers and project managers.
- Designed ads, website properties, social media graphics, and more according to the branding parameters of each business.
- Created campaign branding to elevate the digital presence of small businesses on the media platforms.
- Worked on multiple projects simultaneously delivering results on time according to deadlines proposed by clients in a fast pace environment.
- Developed excellent communication skills with clients in long-term partner relationships.

**MILITARY VETERANS OF AMERICA**, New York, USA

2021-2022

**Visual Content Director**

- Optimized 80% of the content to post on social media platforms and helped to grow the engagement with the audience by 70% percent in the last five months.
- Developed aesthetics and branding for the nonprofit even when the client wasn't looking for that.
- Maintained content marketing calendar to schedule creation and delivery deadlines one week faster than the previous designer.
- Worked closer with the CEO and managers of the organization one hour a week to keep the structure of the information they need to communicate.

**SPRING LIGHTING GROUP**, Stafford, TX, USA

FEB- JUNE 2020

**Lighting Designer**

- Communicate with manufacturer representatives about project lighting requirements
- Design Lighting/Photometric Layouts for clients.  
Achieved over 90% success rate in lighting layouts used in final installations and promoted SLG brand against competitors.
- Worked with Marketing, Engineering, and Sales to complete projects to client's specifications and IES Illuminating Engineering Society recommendations.

**ROY ALPHA**, Yumbo, Colombia

2015- 2016

**Lighting Designer**

- Calculated photometric levels to install energy-efficient systems and aesthetics for indoor and outdoor spaces in Colombia for private clients.
- Used AG32 and AutoCAD to create scale plots for lighting projects designating fixtures, dimmers, and electrical design.
- Determined best lighting design and techniques according to the location and situation of each client according to the fixtures in the company's stock.

### ADDITIONAL

Native Spanish,

fluent in French and

English

Proficient in Adobe Suite

(Illustrator, Photoshop)

Volunteer, Instructor, Energy Masters Ecoactions, Arlington, Virginia

2016-2018