



Marcia Fabara

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WEBSITE, PORTFOLIO, PROFILES



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[marciafabara](#)

PROFESIONAL SUMMARY

Accomplished Graphic Designer offering +10 years of experience working with a wide variety of clients. Demonstrated success in project management, team leadership and schedule coordination. Fluent in Adobe Creative Suite software. Proficient Graphic Designer knowledgeable about branding, marketing materials and website design. Demonstrated success at providing complete business services to corporate clients.

SKILLS

- Branding development
- Adobe Creative Suite
- Editorial Design
- Website Design
- Illustration
- Mail Chimp
- Google (GSuite)
- Social Media Design
- Photography
- Lettering
- Honest and Ethical
- Attention to detail
- Decision-making
- Organization
- Team-building

WORK HISTORY

CREATIVE DESIGNER

01/2022 to **CURRENT**

Intent | Toronto

- Developing design concepts and supporting the design team in the execution of communication projects for non-profit clients.
- Working in communication campaigns, reports, publications, websites, and brand development.
- Designing and laying out various website, print production, production, social media projects.
- Creative ideation and execution for illustration and infographics.

FREELANCE ART DIRECTOR

07/2019 to **CURRENT**

Orchestra Marketing | Toronto

- Design, development and implementation of the graphic, layout, and production communication materials (newsletters, landing pages, websites, brochures, sell sheets, flyers, postcards, presentations, and digital marketing assets).
- Collaborated with the marketing group to achieve the best results for each client.
- Developed designs that clearly communicated the company's brand identity.

WORK HISTORY

DIGITAL DESIGNER

02/2021 to 05/2021

Crowdriff | Toronto

- Design, development and implementation of the graphic, layout, and production communication materials (web design, banner ads, social ads, email campaigns, digital assets).
- Collaborated with the marketing group to achieve the best possible results for each client.
- Developed designs that clearly communicated the company's brand identity.

FREELANCE GRAPHIC DESIGNER

01/2019

Creative Circle | Toronto

- Produced collateral pieces that included catalogs, brochures, sell sheets, retail store and trade show graphics

UNIVERSITY PROFESSOR / PROGRAM MANAGER

04/2013 to 06/2018

Universidad Espíritu Santo (UEES) | Ecuador

- Planned and taught over 60 courses related with: Digital Design I (Adobe Illustrator), Digital Design II (Adobe Photoshop), Typography, Photographic Communication, Editorial Design, Pre Press, Illustration, Design Management.
- Taught at the Online division. Subjects: Graphic Design, Editorial Design and Advertising fundamentals.
- Integrated the university research and development team, helping students with their thesis projects.
- Published 4 academic books.

UNIVERSITY PROFESSOR

04/2005 to 05/2013

Santa María University | Ecuador

- Planned and taught over 30 courses related with: Digital pre-press, Design Projects, Computing applied to design, Computing applied to Marketing, Computer graphics, Graphic design workshops, Prepress techniques, Photography.

EDUCATION

Master's Degree | Educational management and leadership

Loja Particular University, Loja, Ecuador

Bachelor's Degree | Graphic Design Management and Visual Communication

Santa María University, Ecuador