



BEGO OLIVARES

Graphic Designer & Photographer

CONTACT

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🏠 : Based in Toronto, Canada

FOLLOW ME

📷 : [@bego.olivares](https://www.instagram.com/bego.olivares)

🌐 : [bego-olivares](https://www.linkedin.com/company/bego-olivares)

SOFTWARE SKILLS

- Photoshop
- Illustrator
- InDesign
- Lightroom
- Figma
- Procreate
- Adobe Premier
- Final Cut

PROFESSIONAL SKILLS

- Organized
- Teamwork
- Strong work ethic
- Time management
- Critical thinking
- Adaptability
- Empathy

PROFILE

Over 10 years of experience in Graphic Design working in various settings including: marketing, agency, advertising, in-house design departments and photography. In these roles, I collaborated with diverse professionals and client groups, allowing me to develop excellent interpersonal skills and comprehensive technical skill set in the field of graphic design. Additionally, my experience in photography has provided me with a unique perspective and an eye for capturing visually appealing imagery. I thrive in dynamic environments and possess the ability to adapt my design style to meet the specific needs and objectives of each project.

EXPERIENCE

LEAD GRAPHIC DESIGNER AND PHOTOGRAPHER

The Notable Group/ Toronto, Canada 2021 - Present

Worked within a creative team of a full service marketing agency focused on integrated brand building for various clients in fashion, alcohol, clothing, beauty care and public service industries.

- Created branding, digital ads, landing page mockups, social media content and icons for a variety of business projects and applied UI/UX design elements to meet clients' objectives.
- Collaborated with the marketing team and contributed to brainstorming meetings for campaign ideas; maintained design consistency by adhering to the agency's deck for client pitching.
- Created digital web content for a baby clothing brand, including digital ads, photography content, website banners and newsletter; helped the company reach +7000 monthly sales.
- Managed all-year content for Mionetto Prosecco brand including production of photography, social media and event stationary contents; created all graphic design for annual Cocktail Competitions.
- Created illustrations, label re-design, brand guidelines, decks, sell sheets, social media content and collateral for Alida Tequila brand; participated in re-launch of the brand on Canada & US markets.
- Developed brand guidelines and product photography Flatlays for a Canadian design and product development company specializing in fashion, lifestyle, home and beauty care industry.
- Cooperated with City of Toronto and community experts to promote sustainability and community engagement by preparing events graphics and short animated videos for Live Green Toronto.
- Designed multiple digital ads, banners, photoshoots and editing for the brand Over the Rainbow; provided graphic design input for brand development and e-commerce initiatives.
- Led the re-branding of Notable Life publication platform creating new brand guidelines, all graphic design for a Digital Award events, Figma prototypes for the Awards and the publication website.
- Created newsletter, product photography content, digital ads, and packaging updates, for two skincare brands: Truth Treatment and Wash Clay Skincare.
- Supervised the work of junior graphic design staff and including mentoring of multiple interns from OCAD College.

GRAPHIC DESIGNER / PHOTOGRAPHER

Wireless Xplosion - Caseco Inc/ Toronto, Canada 2018 - 2020

Collaborated within a creative team focused on sale and distribution of cellphone accessory products for wholesale and retail clients across Canada and US via three distinct product brands.

- Organized the setup of studio lighting and produced high quality images and videos followed by editing / retouching to prepare digital content.
- Produced all digital imaging and layout mock-up for Rockstone and Caseco brands websites; assisted in-house developer as required.
- Created social media content for various platforms to promote company products and engage company merchants and buyers.
- Developed artworks and imaging for email campaigns to company subscribers as well as packaging design for all product categories.
- Collaborated with Shopify developer to create product graphics, design concepts, and layouts of website content for regular / seasonal sales.
- Expanded company outreach by creating and editing short video content for distribution on company website and social media platforms.
- Critiqued and contributed to development of current and future products including appearance, logo placement, ergonomics, etc.
- Coordinated the work of an international team of copywriters, developers, and product suppliers for all company brands.

GRAPHIC DESIGNER / PHOTOGRAPHER

Niro Group / Toronto, Canada 2017 - 2018

Provided services for custom home builder specializing in developments within Greater Toronto Area communities:

- Produced multi-page website using Wix Code platform.
- Conducted various marketing activities including: creation of flyers, brochures, branding, social media content and promo videos.
- Worked closely with the marketing team to develop social media (Facebook, Instagram, Twitter) campaigns to help achieve corporate marketing goals.

GRAPHIC DESIGNER

La Guia Hispana/ Toronto, Canada 2015 - 2017

Worked on a diverse team within hispanic advertising market in Greater Toronto area

- Created the annual yellow pages version and football magazine for the Latin community in Ontario.
- Consulted company clients on design style of their advertisements and implemented necessary revisions based on feedback.
- Managed client proposals from typesetting through to design, print and production
- Determined strategies to deliver a clear message to a particular target audience

INTERNATIONAL WORK EXPERIENCE

GRAPHIC DESIGNER

Silva Printer/ Chile 2013 - 2015

- Printer Pre and Post Production. Preparation of files to be developed on offset plates with CMYK separation. Design weekly miner magazine and created brochures, cooperative flyer business card, etc.

COORDINATOR GRAPHIC DESIGNER

Department store chain La Elegante/ Chile 2011 - 2013

- Graphic designer creation in-store POP, Maintain and operate printers of various formats. Operate plotter to accurately cut vinyl decals and maintained and updated inventory.

RELEVANT EDUCATION

○ **BACHELOR OF GRAPHIC DESIGNER**, Technological Institute Inacap, Chile 2009

○ **UX DESIGN, Brainstation**, Toronto Canada 2021

○ **UI DESIGN, Brainstation**, Toronto Canada 2024

OTHER EDUCATION

○ **MEDICAL AESTHETICIAN, CBC**, Toronto Canada 2017

LANGUAGES

○ **ENGLISH AND SPANISH**