



CRISTIAN FUENTEALBA, MFA.

Graphic Designer | Developing concepts that drive successful design campaigns.
Location: West Haven, Connecticut.

SUMMARY

Designer with skills in brand development, design strategy and multimedia. Proficient in creating brand strategies, as well as graphic content for television, print, web, social networking and video production. Master of Fine Arts in Media Design.
Honors-Awards: Icon Prize Finalist, SCSU Art Collection, Academic Achievement.

SKILLS

PROFESSIONAL

Brand identity	Package design
Branding	Presentation Design
Campaign creation	Print design
Creative copywriting	Photography
Defining client needs	Photo retouching
Design strategy	Social media marketing
Design research	Sound editing
Graphic design	Story boarding
Infographic design	UX research
Illustration	Video editing
Marketing strategy	Visual design/UX UI

INTERPERSONAL

Approachable
Creative
Critical thinker
Dedicated
Enthusiastic
Innovative
Intellectually curious
Open-minded
Problem solver
Team player
Thought provoking

WORK EXPERIENCE

Cris-media | Freelance Graphic Designer

2013 - Present | **Clients:** News12, PG Sports, Kalo, Hashtag Board Co, Esperanza Law, Upwork, EdgFit, Briand & Pruslow, Shoppers Every Store and DuoVertex.

- Designed modern and intelligent news graphics for live newscasts to help reach over 100's of viewers daily.
- Utilized brand strategies and creative ideas to motivate companies with new perspectives, creating brand awareness, recognition and opportunities.
- Increased customer awareness by 200% by designing for apparel and social media for pro athletes like Didi Gregorius, NY SS.
- Results included directing 40,000 potential clients within the first year.

Robert Half | Graphic Designer

2018 - Present | **Client:** SeeClickFix.





- Saved the company over 20 hours of design work by automating the process from manually changing assets to their 20 integrations.

Core Resource Group | Graphic Designer

2016 - 2018 | **Client:** Knights of Columbus.

- Helped attain over \$177M for charity causes by improving the quality of graphic content across the site, and generating interest, via social media efforts, from Catholic audiences across the country.
- Supported the redesigns of Museum and Christians at Risk websites to increase engagement resulting in over \$18M in donations.

CONTACT

 203.645.0838
 cris@cris-media.com
 cris-media.com (Portfolio)
 [Linkedin.com/in/cristian-fuentealba-mfa-9a5b4488/](https://www.linkedin.com/in/cristian-fuentealba-mfa-9a5b4488/)

TECHNICAL SKILLS

Creative Suite/Cloud | Canva
Adobe Acrobat | Camera Raw
Photoshop | Illustrator | Flash
InDesign | Bridge | After Effects
Media Encoder | Audition | Jira
QuarkXPress | VizRT | iMovie
Team Site | Google Docs | WiX
MS Word | Excel | PowerPoint.

TRAINING

LinkedIn — Over 28 online courses completed.

News12
 • Graphic Artist
 • Interactive Producer

LANGUAGES

Spanish ★★★★★
 English ★★★★★
 Italian ★★★☆☆

EDUCATION

MFA, Media Design
Full Sail University

BS, Graphic Design
Southern Connecticut

AS, Graphic Design
Gateway College

HOBBIES

