



**JONATHAN  
ARCE**  
GRAPHIC DESIGNER

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Torres del Paine National Park - Chile

## BIOGRAPHY

Highly creative and multitalented Senior Graphic Designer with extensive experience in print design, marketing, art direction, photography and online communication. Passionate and inventive creator of innovative marketing strategies and campaigns, with special focus in team work and communication abilities. Professional detail-oriented, deadline driven and able to practical solutions.

G+ / jonanoid

Instagram / \_holajona

LinkedIn / HolaJona

## EXPERIENCE

- SENIOR DESIGNER**  
Silfa Dorel - Chile | Feb 12 - Present

Creation of graphics, marketing campaigns, art direction, packaging, advertisements, sales point material and social media communication for LEGO, Philips Avent, Chicco, Britax, Maxi Cosi, Skip Hop.

Development of concept, art direction and store exhibits for new babies clothes brand "Infanti Clothes".

Development of window shop exhibition for Infanti Clothes, Britax, Philips Avent and Skip Hop in the biggest retail for babies products.

Art director for photoshoot campaigns of baby clothes.

Supervision of printed materials and liaising with suppliers in all steps of design and production.
- GRAPHIC DESIGNER**  
Piedra Molino - Chile | Oct 10 - Dec 11

Development of graphic images for the company and related brands.

Creation of graphic materials and pictures for clothes collection, catalogs and sale point. Supervision of production in China for 3 months.
- GRAPHIC DESIGNER**  
FAP Printers - Chile | Mar 09 - Sep 10

Development of all the new projects for clients, supervision of quality.
- GRAPHIC DESIGNER**  
Imagina Property Group - Chile | May 08 - Mar 09

Development of all graphic materials for new building projects.
- JUNIOR ART DIRECTOR**  
Euro RSCG - Chile | Aug 07 - May 08

Art director and producer of direct marketing campaigns.
- JUNIOR DESIGNER**  
Perfil BTL - Chile | Dec 05 - Dec 06

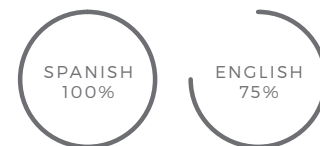
Art director and producer of BTL campaigns.

## EDUCATION

- BACHELOR'S DEGREE IN GRAPHIC DESIGN**  
Universidad de Playa Ancha - Chile | 2006
- GRADUATE DIPLOMA IN CREATIVE PHOTOGRAPHY**  
Universidad Mayor - Chile | 2010
- CERTIFICATE IN 3D MODELLING (RHINOCEROS)**  
Universidad de Chile - Chile | 2012

## LANGUAGE SKILLS

Born in Chile. Currently working for American and European brands which makes me proficient in the English language.



## SOFTWARE

Illustrator	██
Photoshop	██████████████████████████████████████
Indesign	██████████████████████████████████████
Rhino 3D	██████████████████████████████████████
Office	██████████████████████████████████████

## PROFESSIONAL SKILLS

- Innovative, highly creative, good at thinking 'out of the box'.
- Abreast of relevant new techniques in design software, media & photography.
- Experienced with catalogue, brochure and magazine design.
- Experienced Art Director and photographer.
- Willing and able to work independently and as part of a team.
- Able to work under pressure, meet deadlines and tailor designs to meet the needs of the customer.
- Highly organised and able to prioritise own work schedule.
- Able to work within brand and design guidelines.
- Excellent conceptual, graphic design and layout skills. Good understanding of latest trends.

## PERSONAL SKILLS

- People-oriented and positive attitude with passion for Ecological design and photography.
- Self-motivated, able to managing multiple priorities and accurate in all fields of work.
- Hard-working and analytical professional with good interpersonal abilities and a focus on leadership in team work.
- Person of integrity and loyalty, responsible partner committed to excellence and success.