



TATIANA PRESSNER

PHONE: 305.588.9813

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PORTFOLIO:
tatianapressner.net

LINKEDIN:
[linkedin.com/in/tatiana-pressner](https://www.linkedin.com/in/tatiana-pressner)

Storytelling through Design
Creative Problem Solver
User-Centered Design Thinker
Branding & Identity Expert
Detail-Oriented
Collaborative Team Player



SENIOR GRAPHIC DESIGNER | MOTION GRAPHICS & SPECIAL EFFECTS EXPERT | BRANDING SPECIALIST

CERTIFIED CREATIVE DIRECTOR WITH EXTENSIVE EXPERTISE IN:

- Crafting compelling campaigns.
- Building immersive brand identities.
- Developing innovative designs.
- Passionate bilingual designer recognized for Creativity blended with attention to detail.
- Delivering exceptional results within tight deadlines.

KEY SKILLS

- Figma UX/UI Design | Branding | Typography.
- Adobe Creative Cloud Suite (Illustrator, InDesign, Photoshop, XD, After Effects, Premiere Pro)
- AI-Powered Design (MidJourney, Runway, Adobe Firefly)
- Marketing Tools (MailChimp, WordPress, Keynote, Microsoft 365)

PROFICIENCIES

- Boosted social media impact through dynamic motion graphics and storytelling. Executed and elevated a cohesive visual identity
- Team Leadership | Project Management | Critical Thinking.
- Integrated AI into design processes to enhance productivity.
- Transformed social media engagement through compelling motion graphics.
- Creating designs that captivate audiences and elevate brand presence.

PROFESSIONAL EXPERIENCE

**SENIOR GRAPHIC DESIGNER | FLUENT CANNABIS (AUG 2023 – PRESENT)
TAMPA, FL (ON-SITE)**

- Created motion graphics and video editing projects that ensured visually compelling, on-brand content.
- Designed and executed multi-platform marketing campaigns, increasing brand engagement.
- Executed and elevated a cohesive visual identity
- Collaborated with teams to create innovative marketing materials.

**SENIOR GRAPHIC DESIGNER | TRULIEVE (2019-2023)
TALLAHASSEE, FL**

- Designed promotional assets including logos, campaigns, and video ads.
- Created user-friendly spec sheets, and infographics.
- Enhanced brand identity through cohesive designs.
- Developed campaign materials such as brochures, banners, social media assets, and videos.
- Built reusable templates to streamline workflows.
- Delivered designs adhering to tight deadlines and brand guidelines.

OTHER EXPERIENCE

GRAPHIC DESIGNER & MARKETING ASSISTANT | BEGHELLI MIRAMAR, FL (2019 - 2021)

- Created promotional assets, including logos, campaigns, and video ads.
- Designed infographics and spec sheets to enhance product marketing.

GRAPHIC DESIGNER | THE "WOW" AGENCY MIAMI, FL (2016 -2019)

- Developed branding materials for MSC Cruises, Ford, Key International, and Royal Caribbean.
- Designed visual assets for digital and print campaigns, ensuring brand consistency.

EDUCATION

- Bachelor of Science in Graphic Design.

The Art Institute of Fort Lauderdale, FL (2005 – 2009)

- Bachelor's Degree in Advertising.

Instituto Universitario de Nuevas Prof., Caracas, Venezuela (2001 – 2004)

ADDITIONAL STUDIES

- Broadcasting & Voice Over Program, Pangea Broadcasting Academy, Miami, FL (2014)
- Jewelry Design, GIA Gemological Institute of America, NY (2000)

CERTIFICATIONS

- Certified Creative Director (Credential Achieved)
- Start the UX Design Process: Empathize, Define, and Ideate (Coursera | 2023)
- Typography: Type in Motion (LinkedIn Learning | 2023)
- Foundations of User Experience (UX) Design.
- Fundamentals of Digital Marketing.
- Artificial Intelligence Fundamentals.

PORTFOLIO HIGHLIGHTS

Award-winning, bilingual Senior Graphic Designer with expertise in motion graphics, UX/UI, and branding. Passionate about crafting innovative visual solutions that captivate audiences and enhance brand engagement.

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