PEDRO ARIAS

GRAPHIC / MARKETING / MOTION DESIGNER

Pembroke Pines, Florida

PROFILE

Multidisciplinary designer experienced in print and digital communications, marketing design, motion graphics, video editing, social media creative and web design. Background across in-house and agency environments.

EXPERTISE

Graphic Design / Marketing Design / Motion Graphics / Branding / Digital & Print Production

TOOLS Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro / Figma / Adobe Firefly, ChatGPT, Canva AI, Gemini, Copilot, Claude

EXPERIENCE

ASSURANT
Marketing Designer / 2022–Present
Design brochures, corporate presentations, marketing and business development collateral, social media graphics, videos and motion graphics for print and digital channels. Partner with marketing and internal departments on visual communications.

HISBALIT USA
Commercial Director / 2019
Developed and implemented commercial strategies, conducted market research and worked to address customer needs through business development initiatives.

GIANT WATER LLC
Graphic Designer / Marketing Director / 2018
Supported company brand strategy through graphic design and marketing communications, aligning creative materials with short- and long-term business goals.

SCP DISTRIBUTORS LLC
Business Development Representative / 2016
Built relationships with existing customers, negotiated strategic partnerships and pursued new business opportunities.

CVG FERROMINERA ORINOCO
Graphic Designer / Webmaster / 2009
Designed graphic materials for corporate communications and collaborated on the design of the company website and internal intranet with fellow creative and communications professionals.

COPA AMERICA 2007
Graphic Designer / 2007
Produced advertising and branding materials for the regional event and assisted with graphic production and preparation of visual pieces.

EDUCATION & CERTIFICATIONS

Imperial College London — VERIFY CERTIFICATE
Creative Thinking: Techniques and Tools for Success

Stanford University — VERIFY CERTIFICATE
Product Marketing & Go-to-Market Strategy

IBM — VERIFY CERTIFICATE
Enterprise Design Thinking Co-Creator

University of South Florida — VERIFY CERTIFICATE
AI, Agents, LLMs, Prompting and More

George Fox University
AI Advanced: Leadership & Wisdom

Google — VERIFY CERTIFICATE
Project Management Professional Certificate

Career Education International Group
Graphic and Multimedia Designer — 2004

CONTACT

infopedroar@gmail.com / 786 490 7945
www.pedroportfolio.com / English & Spanish