

LUIS TORRES

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2301 Post Rd,
Fitchburg, WI.
53713

PROFILE

Proactive and innovative graphic designer, with experience in advertising, UX design, photography, video and audiovisual production

SKILLS

- Empathize with users through empathy studies, personas, user stories, and user journey maps.
- Resolve user difficulties.
- Ideate design solutions with Crazy Eights, How Might We and competitive audits.
- Create page layouts and paper and digital prototypes.
- Develop mockups using visual design elements and principles.
- Design in Figma and Adobe XD.
- Conduct user interviews and usability studies.
- Consider accessibility at every point in the design process.
- Quality and professionalism.
- CorelDraw
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Adobe Premiere pro
- Adobe XD
- Figma
- Framer

EXPERIENCE

Philtro LLC., Madison, WI, USA - Audiovisual director - Freelance — March 2024 - Present

- Photographer
- UX Designer, Graphic Designer

Lighthouse Church & School, Madison, WI, USA - Graphic Designer — Junio 2024 - March 2025

- UX Designer, Graphic Designer

PhiltroSPA., La Serena, Chile - Audiovisual director - Freelance — Jan 2020 - Nov 2023

- Experienced photographer for social events, weddings and portraits.
- Studio photography, photographic retouching and restoration
- Organize contracts and agreements with clients.

Magazine Data, La Serena, Chile - Photographer — April 2019 - Dec 2019

- Main photographer for Magazine Data.
- Photographed priority clients.
- Photography of products, clients, locations, advertising and interviews.

Coopman Graphic Advertising, La Serena, Chile - Graphic Designer — August 2011 - December 2018

- Design graphic pieces such as logos business cards, banners and signs.
- Operated cutting plotter, sublimation and stamping machines.

EDUCATION

Google - Google UX Design Certificate - 2023

CEDUC-UCN, La Serena, Chile - Associate Degree in Advertising and Graphic Production - 2003