Omar Vargas Paz

architecture marketing graphic design

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Profile

Graduate in Graphic Design with architecture studies and more than 10 years of experience in advertising, design and architecture companies in Chile, Canada and Venezuela. Specialized in marketing and corporate identity, 3D modeling and account maintenance. Advanced English and Spanish (bilingual) and basic French. Proactive and interested in learning new skills.

Experience

Head of Marketing
Publicidad y Marketing Quidel Ltda. - Av. Presidente Kennedy 5735, of 605, Las Condes, Santiago, Chile.
Oct 2021 - Sep 2023

Development, execution, monitoring and analysis of the performance of promotions and new launches, managing the marketing budget and ensuring that all marketing material is in line with the identity of our brands, maintenance, measurement and updating of the website, social networks, catalog of products; store graphics, primary packaging, promotions, brand development and internal promotion. Achievements: relaunch of the corporate image of Platón restaurants. 20% increase in sales through digital platforms in the period 2022-2023.

Designer / 3D Modeler
Passalacqua Paisajismo - General John O'Brien 2934, Vitacura, Santiago, Chile.
Oct 2020 - Oct 2021

Development of landscaping and exterior architecture projects, garden surveys and applied design including 3D models, blocks, sheets and architectural plans. Achievements: optimize the design of models and reduce project delivery times, increasing the company's competitiveness.

Interior Designer / 3D Modeler
Incuba SpA - Nueva Providencia 1860, of 176, Providencia, Santiago, Chile.
Apr 2019 - Apr 2020
Aug - Sep 2018

Responsible for the design and development of plans, elevations, 3D models and budgets for modular homes and offices. Collaboration in the production of stands for events at a logistical level. Achievements: develop the modular system for the manufacture of real estate parts.

Graphic Designer
Grupo Elena - Estoril 120, of 618, Las Condes, Santiago, Chile. **Oct 2018 - Jun 2019**

Design and development of corporate identity and graphic material for the different brands associated with the company. Web page design, collaboration in the development of commercial and industrial campaigns and proposals. Achievements: positioning the company as one of the references in graphic material for the Chile 2019 eclipse (sales over 100 thousand units).

Designer / 3D Modeler
Productora of Business - Huérfanos 1160, of 1109, Santiago, Chile. **Apr 2018 - Mar 2018**

Design, 3D modeling and budgeting for stands, carts and venues for events. Achievements: designing a new concept of food truck type car adapted from the modular stand system.

Graphic Designer
Imprenta Humberto Garetto Ltda. - Serrano 135, Santiago, Chile. **Jan 2017 - Apr 2018**

Design, editing and production of printed material: cards, checkbooks, p.o.p. material, among others. Achievements: acquire new design accounts for the company.

Head of Marketing
La Cuadriga del Sol Café & Restaurante - Blvd. Santa Lucía, Maracaibo, Venezuela. **May 2013 - Jun 2016**

Responsible for the design of the corporate identity, decoration and organization of the restaurant and commercial premises. Administration, budget, purchases, among others. In charge of the design and manufacturing of original products for sale (souvenirs). Support in the development of activities such as programming and events, advertising and management of social networks. Achievements: Design, put into operation and position a restaurant and gift shop as a tourist reference in the city.

Graphic Designer **Feb - Dec 2012**
Ace Signs & Services Ltd. - 1430 Church Ave, Winnipeg, Canada. **Sep 2010 - May 2011**

Design, production and supervision of commercial signage. Experience in maintaining corporate accounts and coordinating with suppliers in an English-speaking environment. Achievements: Acquire new design accounts for the company.

Graphic Designer
Logística Gerencial C.A. - Maracaibo, Venezuela. **Jun 2011 - Jan 2012**

Responsible for the design and maintenance of corporate identity for various clients. Marketing, corporate image and social networks of the company.

Studies

2002 - 2007

Licensed in Graphic Design.

Universidad Dr. Rafael Belloso Chacín (Maracaibo, Venezuela)

2007- 2010

Architecture.

Universidad Rafael Urdaneta (Maracaibo, Venezuela)

Courses

Google Analytics for Beginners. (January 2024) Taught by Google Analytics Academy: online course on how the Google Analytics tool works, includes navigation through the interface, reports, filters, audience analysis, acquisition and behavior, goals and campaign monitoring.

Digital Illustration. (20 hrs. - March 2016) Taught by Centecpro, Maracaibo, Venezuela: advanced illustration techniques that allow the manipulation of effects, meshes, graphics and printing parameters based on a more optimal representation and its subsequent improvement through post-processing techniques. Digital production, applied to images, videos and web publications.

Web Programming. (20 hrs. - March 2016) Taught by Centecpro, Maracaibo, Venezuela: structured programming and programming logic for computers, hypertext and content programming: HTML, development and application of styles: CSS.

Environmental Design. (Sep 2010 - Jan 2011) The University of Manitoba, Winnipeg, Canada: Study of the processes that address surrounding environmental parameters when designing plans, programs, policies, buildings or products. It seeks to create spaces that enhance the natural, social, cultural and physical environment of particular areas.

Skills

Adobe Illustrator, InDesign, Photoshop, AutoCAD, Corel Draw, SketchUp, FreeHand: advance.

Wordpress, Adobe Dreamweaber, Premier, AfterEffects, FlexiSignPro, Office: medium.

Reading and drawing architectural plans.

Design, cutting, preparation and installation of vinyl and adherent digital prints.