

JOSUE CESTARI

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SKILLS

3D Modeling
Branding & Identity
Email Design
Infographic Design
Layout / Press
Marketing Design
Motion / Animation
Packaging Design
Photography
Presentation Design
Print Design
Social Media Content
UX/UI Design
Video Editing
Web Design

SOFTWARES

Adobe Creative Suite (*Photoshop, Illustrator, InDesign, Animate, After Effect, Premier Pro, Lightroom, Dreamweaver, Substance 3D, Firefly*).
Blender
Canva
Cinema4D
Figma
HTML / CSS
Microsoft Office 365 (*Word, PowerPoint, Excel*)
Midjourney, Dall-E, ChatGPT
Sketch
WordPress

LANGUAGES

English - Fluent
French - Beginner
Spanish - Native

INTERESTS

Self-Improvement and Problem solving
Competitive Soccer Player
Music/Festivals
Aquarium/Aquascapes
Card Games/Video Games

EDUCATION

BA - Graphic Design

University Rafael Belloso Chacin - Maracaibo, Venezuela - January 2009–August 2012

- Ranked in the top 8 of the class, received an honorary mention
- GPA of 4.1

Web/UX Design Certificate

University of Washington - Seattle, WA - 2015 (3 Months)

- Ranked in the top 3 out of 15 students

Branding and Marketing Certificate

Skillshare - Online - 2020 (2 Months)

- Earned a Milestone badge in the core learning experience by submitting 10+ projects

EXPERIENCE

Senior Graphic Designer - Art Director

Systems For Public Safety - Lakewood, WA - December 2024 – Present

- Designed and produced large-format graphics for vehicles, translating concepts into production-ready files
- Managed end-to-end workflow from design through print, including file setup, color accuracy, and material selection.
- Operated vinyl printing, cutting, and finishing equipment, ensuring precision and quality control across outputs.
- Directed photography and video shoots, building a stock image library for company use.
- Prepared and optimized files for installation, accounting for vehicle contours, scaling, and real-world application constraints.
- Collaborated closely with installers to ensure designs translated accurately during application and resolved on-site challenges.
- Maintained consistency across fleet graphics by developing and applying standardized layout systems and templates.

Senior Graphic Designer - Marketing Manager - Art Director

Puro Cannagars - Woodinville, WA - February 2023–November 2024

- Overhauled packaging across the product line, updating the brand with contemporary packaging concepts.
- Led a two-person team in marketing campaigns and content development, increasing quarterly sales by 15%.
- Updated website and social media content to promote products, boosting online reach by 40%.
- Spearheaded 40+ creative projects, managing timelines from concept to final delivery.
- Developed creative strategies and visual solutions that elevated the brand's image.

Creative Director - YouTube Channel Manager

Aquarium Zen - Seattle, WA - September 2022–October 2023

- Directed, filmed, and edited videos, bringing over 10,000 subscribers to the channel in the first month.
- Managed the YouTube channel and two content creators, from strategy to content and posting, achieving target milestones.
- Designed thumbnails following best practices, increasing clicks and engagement by 1,500 clicks weekly.

Senior Graphic Designer

Fireline - Arlington, WA - October 2018–August 2022

- Innovated environmentally friendly packaging solutions, bringing quarterly 10% more revenue.
- Created a reusable illustration library of 100+ assets, streamlining design processes for faster turn-arounds.
- Managed social media strategy, content creation, and scheduling, posting twice weekly and creating impactful strategies.
- Designed a new website and online store, boosting sales by 45% in the first month post-launch.
- Exceeded expectations, helping establish a successful brand within the first year.

Graphic Designer - Creative Lead

Postnet Corporation - Lake Stevens, WA - January 2015–September 2018

- Collaborated directly with clients to create marketing collateral, logos, and B2B/B2C designs.
- Delivered designs across various industries, including medical, real estate, architecture, and entertainment.
- Managed all digital and print assets, ensuring streamlined and fast turnaround for projects.
- Sole graphic designer for creative projects, maintaining long-term client relationships.
- Increased design production by 30% in the first quarter, allowing the company to expand its client base.

Junior Graphic - Web Designer

3WV - Caracas, Venezuela - August 2013–April 2014

- Designed and animated motion banners for websites, giving businesses an eye-catching digital presence.
- Developed websites for businesses, collaborating with a team of three designers.
- Collaborated with the creative department to establish timelines and meet all deadlines.

Junior Graphic Designer

Graphipress - Maracaibo, Venezuela - July 2012–August 2013

- Retouched and edited photographs for magazines.
- Laid out and proofread files for magazines, serving 40+ clients.
- Collaborated with the creative department to meet project timelines and deliverables, ensuring deadlines were met.
- Reached all goals set by the Art Director.