



# JENSY FLORIAN

CREATIVE  
GRAPHIC DESIGNER  
WEB DESIGNER  
POWERPOINT SPECIALIST



WEST NEW YORK, NJ 07093



646.220.4623



jensyflorian@gmail.com



Jensyflorian.com



PowerPoint Resume



## PERSONALITY

Self-driven, **results-oriented** with a positive outlook, and **highly organized**

- A forward planner who critically assesses own performance
- Keen for new experience, **responsibility** and accountability
- Able to get along with others and be a team-player
- Good work ethics, **punctuality**, customer service skills and ability to work **under tight deadlines**.

## LANGUAGE

Bilingual in  
**ENGLISH** and **SPANISH**

## QUALIFICATION

Proficient professional experience in Newspaper, Magazine, **Web Design**, Videos, Graphic Workshops, Advertising Agencies, Branding, Infographics, **Packaging Design** and **data visualization**, Pre-press and Printing, **PowerPoint Specialist** with an extensive portfolio • **Proficient in:** HTML5, CSS, Layouts, pagination, Illustration, Drawing, Sketching, Image processing, photomontage, touch-up, typography and type setting • Trained to work on both **PC** and **Macintosh** platforms • **Proficient in Adobe Creative Suite:** Adobe InDesign - Adobe Photoshop - Adobe Illustrator - Adobe Dreamweaver - Adobe Premier Pro - Adobe After Effects - Adobe MUSE - Adobe InCopy - Adobe Acrobat Professional - Adobe XD • Sketch • InVision • **Quark Xpress** • **WordPress** • **Microsoft Offices**.

## EXPERIENCE

**METRO US**, New York, NY  
**EDITORIAL PAGES DESIGNER**  
09/2019 – Present

- Layout of the daily news pages for the New York, Boston and Philadelphia editions.
  - Prepress and production of these pages.
- Marketing material for the sales department.

**THE WALL STREET JOURNAL AMERICAS**, New York, NY  
**GRAPHIC NEWS ARTIST**  
01/2009 – 02/2017

- Design and layout of business editorial.
- Data visualization, charts and Infographics
- Trouble shooting, technical and software compatibility problems • Create and enhance existing PowerPoint presentations.

**HOY NEWSPAPER**, New York, NY  
**PRE-PRESS COORDINATOR**  
01/2002 – 12/2008

- Work flow coordination • covers and pages Layout
  - Teach programs and style sheet to others
  - Final check of all pages
- Ensure production standards are met.

**LA REPÚBLICA**, New York, NY  
**ART DIRECTOR**  
02/2000 – 12/2001

- In charge of Design, Production and Pre-press • Website

**SMART GRAPHIC & PRINTING**, Brooklyn, New York  
**GRAPHIC DESIGNER**  
11/1999 – 02/2000

- Customer Service • Product Package and Bag designs
- Logos • Label • Menus • Flyers • Posters • Tee-Shirt
- Apparel Graphics • Stickers

**FORCADELL & CO.**, Santo Domingo, Dom. Rep.  
**CREATIVE LEAD GRAPHIC DESIGNER**  
08/1997 – 09/1999

- Branding • Marketing Material • Package designs
- P.O.P. • Publicity Still and Posters • Products Labels
  - Story Board • Brochures and bulletin.

**BORRELL DIGITAL IMAGE**, Santo Domingo, D.R.  
**GRAPHIC DESIGNER**  
03/1994 – 08/1997

- Plotter print and plotter cutter operation.

**TALLER CREATIVO**, Santo Domingo, D.R.  
**COPYWRITER**  
01/1992 – 08/1994

- Advertising campaigns development
- Jingles • Story lines • Concept development.

## FREELANCE

**HISPANIC FEDERATION**, New York, NY  
**CONSULTANT GRAPHIC DESIGNER**  
08/2018 – Present

- Lead Designer of projects team.
- Responsible from the initial sketch to the final product.
- Developed graphic elements for projects (Websites, Brochures, Presentations).
- An essential part of the team meetings for projects to find the proper way to communicate our needs.

**NYC SPORTS NEWS**, New York, NY  
**ART DIRECTOR**  
02/2015 – Present

- In charge of entire newspaper design including some advertising
- Production and Pre-press • Web Design.

**DAILY NEWS**, New York, NY  
**GRAPHIC DESIGNER**  
03/2017 – 05/2018

- Work closely with the Art Director
- Layout special section and hard news pages

**NY TAXI VOICE**, New York, NY  
**ART DIRECTOR**  
03/2014 – 05/2018

- In charge of entire newspaper design
- Photo Editor • Production and Pre-press
- Create Infographics • Web Editor • Illustration
- Editorial Illustrations
- PowerPoint presentations for conferences
- Support editorial and sales departments with Special publications.

## EDUCATION



Bachelor Degree  
**PUBLICITY ART**  
APEC University, D.R. 07/1994



Certificate  
**ADVANCE WEB DESIGN**  
PACE University, NY NY 12/2017



Certificate  
**ADOBE WEB DESIGN**  
PACE University, NY NY 08/2017



Certificate  
**MICROSOFT POWERPOINT & EXCEL**  
THE TECHNICAL INSTITUTE  
OF AMERICA, NY NY 05/2018