



# SUSAN TORRES

SENIOR GRAPHIC & WEB DESIGNER

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 Lake Worth, FL

## SOFTWARE SKILLS

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe XD  
Adobe Premiere  
Adobe Dreamweaver  
Figma  
WordPress  
Magento  
HTML / CSS / PHP  
Proficient in Mac and PC

## PROFESSIONAL SKILLS

Graphic/Web Design  
UX/UI Design  
Creative Direction  
Project Leadership  
Brand Identity  
Digital Marketing  
E-commerce  
Social Media  
Image Retouching  
Photography and Video

## LANGUAGES

Bilingual fluent in English and Spanish

## AWARDS

ARDA Award for Digital Products  
Best Portfolio for Web Design of the Art Institute

Creative Art Director and leader with deep expertise in digital, web, email and print marketing. Known for driving design strategy, elevating brand presence, and leading teams to deliver high-performing visual experiences across web, social, email, and video. Strong collaborator who guides cross-functional partners toward scalable, data-driven solutions. Skilled in optimizing lifecycle email, interactive web design, and paid media to accelerate engagement and growth. Bilingual in English and Spanish.

## PROFESSIONAL EXPERIENCE

### Senior Specialist Graphic Design

**NESTLE** Palm Beach Gardens, FL | May 2020 - PRESENT

Create, oversee and improve visual assets across digital, social, email, print, and retail channels. Direct junior designers and external creative partners to ensure design consistency and elevate quality. Collaborate with marketing, brand, and e-commerce teams to deliver cohesive, high-impact campaigns that drive product awareness and sales.

- Amplified digital presence by enhancing over 3,000 assets, increasing engagement across platforms.
- Created 2,000+ email campaigns, boosting open and click-through rates.
- Cultivated design team excellence by mentoring and aligning creative execution with brand standards.

### Senior Digital Designer · UX/UI Designer

**BLUEGREEN VACATIONS** Boca Raton, FL | February 2017 - May 2020

Designed and executed digital branding across websites, emails, interactive touchscreens, and mobile applications. Developed wireframes and prototypes to guide responsive web experiences. Partnered with marketing and development teams to optimize digital interfaces and align visuals with business objectives.

- Engineered 70 high-converting landing pages, improving lead acquisition.
- Constructed interactive prototypes, enhancing user experience and product usability.
- Orchestrated collaborative workflows with marketing and development, accelerating project delivery.

### Web Designer · E-commerce Director

**REAGAN WIRELESS CORP** Deerfield Beach, FL | January 2013 - February 2017

Headed front-end web development and managed e-commerce team to improve site functionality and sales performance. Optimized website performance, elevating online sales and user navigation.

- Developed email campaigns for 80,000+ subscribers, increasing engagement.
- Designed high-impact landing pages, supporting promotional initiatives.

## EDUCATION

**The Art Institute of Fort Lauderdale** 2012 | Bachelor of Science in Graphic Design

**The Art Institute of Fort Lauderdale** 2008 | Associate of Science in Web Design and Interactive Media