

# Gaby Roque

Graphic Designer • Infographic Designer • Illustrator

Portfolio: [gabyroque.com](http://gabyroque.com) • Email: [gaby@gabyroque.com](mailto:gaby@gabyroque.com)

## SUMMARY

Graphic designer and illustrator with 20+ years of experience creating clear, engaging visual communication for brands, organizations, and B2B audiences. Specializing in infographic design, presentation design (PowerPoint / pitch decks), data visualization, and social media graphics. Strong ability to translate complex information into visually compelling stories across English and Spanish markets. Seeking freelance, contract, or part-time roles focused on graphic design, infographics, and visual storytelling.

## SKILLS & SPECIALIZATIONS

- Infographic Design & Data Visualization
- Illustration (Digital & Traditional)
- Branding & Visual Systems
- Graphic Design & Visual Communication
- Editorial & Layout Design
- Bilingual Design (English / Spanish)
- PowerPoint & Presentation Design
- Social Media Graphics
- Print Production & Marketing

Tools: Adobe Creative Suite, PowerPoint, Keynote, Procreate, and Microsoft Office.

## EDUCATION

Master of Arts, Illustration Design – Savannah College of Art and Design (SCAD), Atlanta

Bachelor of Fine Arts, Graphic Design – Universidad Iberoamericana (UIA), Mexico City

## EXPERIENCE

Freelance Graphic Designer & Infographic Designer - Atlanta

*August 2019 – Present*

- Design infographics, visual reports, and data-driven graphics that translate complex information into clear, engaging stories.
- Create PowerPoint presentations and pitch decks for internal teams, clients, and executive audiences.
- Develop branding assets, print collateral, social media graphics, and illustration-based visuals.
- Collaborate with clients to improve clarity, consistency, and visual hierarchy across marketing materials.
- Translate and localize presentations and infographics from English to Spanish, including charts, graphs, and visual content.

Bilingual Graphic Designer - IDC · Miami

*June 2016 – August 2019*

- Designed high-impact presentations, infographics, and data visualizations for B2B marketing and executive audiences across U.S. and Latin America.
- Created 50+ executive-level PowerPoint presentations and pitch decks, contributing to a 40% increase in sales.
- Developed data-driven charts, diagrams, and visual summaries for reports and sales enablement materials used by sales and leadership teams.
- Produced bilingual and trilingual infographics (English, Spanish, Portuguese) following brand and marketing guidelines.
- Supported digital and event marketing initiatives reaching 20,000+ users across regional campaigns.
- Designed trade show graphics, print collateral, and large-scale visuals for multiple Latin America offices.

**Freelance Graphic Designer - Atlanta**

*Apr 2012 – Feb 2016*

- Led branding, logo design, and marketing collateral development for small businesses and agencies.
- Directed experiential branding for Conair at Fiesta Atlanta 2015.
- Designed bilingual point-of-purchase marketing materials for Conair across 140 Walgreens stores.
- Created high-fidelity proposals and business development presentations for 10+ clients.
- Coordinated vendors, supervised photo shoots, and managed post-production and retouching.

**Art Director - PM3 Agency · Atlanta**

*Aug 2007 – Mar 2012*

- Led graphic design, illustration, and visual concept development for multicultural and Hispanic-market campaigns.
- Designed branding systems, advertising layouts, and presentation materials for regional and national clients.
- Art-directed and produced 12 television commercials (30s & 60s) for Cox Communications in the San Diego market.
- Created large-scale event and experiential graphics, including trade show booths, signage, and promotional materials.
- Developed illustration and character design for NAPA Auto Parts campaigns, supporting print, event, and digital displays.

**Graphic Designer - Club Services International · Mexico City**

*May 2003 – Apr 2005*

- Designed editorial layouts and illustrated advertisements for a monthly sports magazine with 100,000 subscribers.
- Created infographics, diagrams, and visual elements to support sports and fitness editorial content.
- Developed advertising campaigns and promotional materials for national sports and fitness conferences.
- Collaborated with editorial and marketing teams to ensure visual consistency and brand alignment.
- Prepared print-ready files and worked closely with vendors to maintain production quality and deadlines.