

nelson romero

Multimedia Specialist | Graphic Design | Web Development

South Florida, USA

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PROFESSIONAL EXPERIENCE

Nelson Romero Agency

Multimedia Specialist | West Palm Beach, FL | **Feb 2013 – Present**

- Develop and manage creative concepts, business strategies, and executions for web, video, and print projects.
- Lead UI/UX design for web-based applications, enhancing usability and client satisfaction.
- Produce and manage still, audio, and video content for various digital platforms.
- Design graphics, logos, animations, and marketing materials for websites and HD video.
- Implement brand strategies and e-commerce solutions to drive client growth.

Tarkenton Companies

Creative Director | Atlanta, GA | **Feb 2009 – Feb 2013**

- Conceptualized the information architecture and user experience for applications, websites, and video production.
- Spearheaded design and development of applications and services, achieving all project objectives.
- Fostered strong working relationships across multidisciplinary teams.
- Introduced broadcast-quality video, CGI, web streaming, and post-production services.
- Managed project lifecycles from concept to completion, ensuring timely and on-budget delivery.

AT&T

Software Designer | Atlanta, GA | **Feb 2003 – Feb 2009**

- Led design and development for BellSouth – AT&T flagship services.
- Authored user-centric interfaces for corporate websites and web-based applications.
- Developed and executed high-level instructional design and educational content.
- Produced HD video content for training and corporate communication.

PROFESSIONAL SUMMARY

Dynamic Multimedia Specialist with extensive experience in creative concept development, business strategy, and execution across web, video, and print projects.

CORE COMPETENCIES

- Website Development & UI/UX Design
- Software & App Development
- E-Commerce & Brand Strategy
- Interactive Design, Animation & Motion Graphics
- HD Video Production
- Print, Packaging & Visual Communication Design
- Email Marketing & Automation
- Training, E-Learning & Instructional Content Development
- Learning Management Systems (LMS) Development

EDUCATION

Bachelor of Arts (B.A.) in Visual Communications

Art Institute of Atlanta, Atlanta, GA

Associate in Applied Science (A.A.S.) in Computer Information Systems

Gwinnett Technical Institute, Lawrenceville, GA