

CARLA PINTO
Creative Coordinator & Graphic Designer
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Experience

Graphic Designer; Coordinator
Freelance 12/2025 - Current

- Produced graphic design layouts, marketing materials, and illustrations for print and digital use across Adobe Creative Suite, Figma, and Procreate, delivering on time for 5 clients per month.
- Delivered hand-drawn and digital assets ranging from coloring books and character creation to logos, brand identity, social media, marketing collateral, and editorial work, with coloring book projects completed on a two-week turnaround.
- Moved projects from concept to final delivery by coordinating closely with internal teams and stakeholders as contracts expanded from illustration work to broader graphic design projects.
- Improved project organization and quality control to support on-time delivery, stronger presentations, and clearer post-project evaluation.
- Created SEO and SERP reports that informed marketing recommendations for stakeholders.
- Organized deadlines and prioritized jobs to streamline workflow.

Manager; Resident Tattoo Artist; Owner
Artemis Tattoo Atelier 06/2022 - 12/2025

- Ran day-to-day studio operations spanning tattoo services, customer service, payroll, accounting, invoicing, and planning for future business initiatives.
- Built and implemented workflow master files that guided the team and supported project completion.
- Delivered graphic design, illustration, and social media support for a fast-paced, diverse client base, growing from launch to over 50 clients per month and 60% returning clientele.
- Managed event creation for Artemis, secured sponsors for each event, and drove attendance above 100 client visits per event.

Resident Tattoo Artist; Social Media
Color Conspiracy Tattoo Gallery 09/2017 - 06/2022

Manager; Lead Graphic Designer
Techys, Inc. 02/2012 - 04/2017

- Partnered with stakeholders to organize ideas and turn them into workable design directions for projects ranging from small businesses to large companies, supporting over \$30K in monthly revenue.
- Translated client ideas into design plans for print and digital execution.
- Matched projects to the most qualified artist or completed the design work directly when needed, while helping manage a team of 5 employees, coordinating the opening of 2 additional locations, and growing the team as a result.
- Delivered finished design work for digital and print applications.
- Produced print materials including flyers, banners, and wall graphics.
- Oversaw production and installation of finalized materials to align with client budgets and design requirements.
- Improved workflow by managing stakeholder communication and coordinating employee tasks for a 5-person team across expanding operations.
- Tracked inventory and reduced waste from 30% to 12% monthly to support budget control and more accurate material purchasing.
- Handled payroll documentation and coordinated with HR to keep employee requests moving on time.

Summary

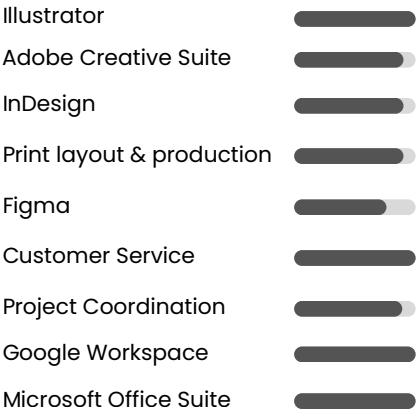
Dynamic Visual Designer with over 10 years of experience blending expert graphic design and digital illustration with cross-functional project coordination. Proven track record managing creative pipelines from concept to final print and digital execution, overseeing budgets, quality control, inventory, and implementing workflow master files that optimize team production. Expert in aligning diverse stakeholder visions with brand guidelines to deliver on-time, high-impact marketing collateral.

Education

08/2023
Master of GraphicDesign
Atlantic University College
Guaynabo, Puerto Rico

02/2012
Bachelor of Arts
Graphic Design
Atlantic University College
Guaynabo, Puerto Rico

Skills



Language



Hobbies

Videogames - Drawing - Crochet
Embroidery - Reading - Lego-building