

CARLA PINTO

Business Coordinator & Graphic Designer
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Summary

Graphic Designer & Manager with over 10 years of experience blending expert graphic design and digital illustration with cross-functional project coordination and operational leadership. Proven track record of managing creative pipelines from concept to execution while overseeing studio operations, budgets, and teams to drive over \$250k in annual sales. Expert in design, content creation, and workflow optimization, with a demonstrated ability to implement master file systems, manage \$25k+ in inventory, and scale client retention across print, out-of-home (OOH), social media, web, and brand identity platforms.

Experience

Graphic Designer; Coordinator 12/2025 - Current

Freelance Tampa, FL 25-40 hours per week

- 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.
- Used Monday, Slack, Trello, and Calendars for communication, project management, and updates. Implemented naming conventions to organize Drive and Dropbox for better access and optimal delivery.

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

Artemis Tattoo Atelier San Juan, PR 40-60 hours per week

- Managed day-to-day studio operations spanning tattoo services, customer service, payroll, accounting, invoicing, strategic initiatives, and inventory management for a team of five artists and two customer service employees, with an income of over 250k/year in sales.
- Built and implemented workflow master files that guided the team, supported project completion, and streamlined inventory tracking for over \$25k/year in supplies.
- Delivered graphic design, illustration, and social media support for a fast-paced, diverse client base, scaling the business from launch to over 50 clients per month and 60% retention rate.
- Created copy, brand voice, and content for all social media accounts.
- Orchestrated event production for Artemis, securing sponsors for each event and driving attendance to over 100 client visits per event.

Experience	Resident Tattoo Artist; Social Media Manager 09/2017 - 06/2022 Color Conspiracy Tattoo Gallery San Juan, PR 40-50 hours per week - Creation of webpage for client portfolio generation. Organized tables generated from webpage for consultation and booking management, with over 150 clients per calendar opening round. - Content, calendar and copy creation for Instagram and Facebook accounts with consistent growth and engagement. From opening to over 35k (IG) and over 10k (Facebook) in a few months.	
	Manager; Lead Graphic Designer 02/2012 - 04/2017 Techys, Inc. San Juan, PR 40-60 hours per week - Partnered with stakeholders to translate abstract ideas into actionable design directions for diverse clients—ranging from small businesses to large companies—supporting over \$30k in monthly revenue. Facilitated cross-functional communication between stakeholders and internal teams to streamline the delivery of goods and services. - Matched projects to optimal artists or directly executed the design work when needed, while managing a five-person team and coordinating the expansion into two additional locations. - Delivered polished design solutions for both digital and print applications across a wide, fast-paced client base. - Produced print materials, including flyers, banners, and large-scale wall graphics. - Oversaw production and installation of finalized materials, strictly aligning with client budgets and design specifications. - Tracked inventory and reduced material waste from 30% to 12% monthly, significantly improving budget control and purchasing accuracy. - Managed payroll documentation and collaborated with HR to ensure employee requests and payouts were processed on time.	
Education	11/2020 Master of Arts in Graphic Design Atlantic University College Guaynabo, Puerto Rico 3.80 GPA	
	02/2012 Bachelor of Arts in Graphic Design Atlantic University College Guaynabo, Puerto Rico	
Skills	Customer Service On-time Delivery Standart Operation Procedures Quality Control AI Integration Project Coordination	
	Affinity Designer Adobe Creative Suite Figma Google Workspace Microsoft Office Suite Print Layout and Production	
Languages	English Spanish	