

GESENIA ANTOMATTEI

SENIOR WEB & BRAND DESIGNER

Hi! I am an innovative and detail-oriented designer who creates cohesive, visually stunning solutions that resonate with diverse audiences and exceed client expectations.



gantoma.com

antomattei.design@gmail.com

954.461.3569

WORK EXPERIENCE

Brand, Web & Marketing Designer / 121 Marketing & foreUP

FEB 2016 - PRESENT / Orlando, FL and Remote

- Brand: Developed and implemented comprehensive brand guidelines, increasing brand awareness and ensuring consistent presence across digital, print, and partner platforms. Designed engaging, on-brand visual assets that effectively conveyed brand values and messaging.
- Marketing: Partnered with the marketing team to design high-impact campaigns for Google Ads, social media, and client reports. Led the design and prototyping of the CampaignPilot marketing app and logo, enabling businesses to streamline promotions.
- Web: Designed scalable website templates utilized by over 1,400 clients and created custom websites for 100+ businesses. Leveraged user insights to optimize designs for functionality and user experience.
- BRANDED Program: Established and managed the BRANDED program, delivering client logos, print collateral, and brand education to promote best practices in branding and visual application.
- Sales Collaboration: Supported the sales team by designing ads, digital presentations, and other essential visual materials to drive engagement and conversions.

Web & Logo Designer / BRANDCO.

JAN 2015 - JAN 2016 / Orlando, FL

- Designed responsive websites and visually engaging solutions tailored for real estate clients, enhancing user experience and online presence.
- Developed comprehensive brand identity systems, including logo design, to strengthen brand recognition for real estate companies.

Lead Brand Designer / Exploria Resorts

SEPT 2012 - DEC 2014 / Orlando, FL

- Built and led a design department, establishing standards and redesigning print collateral for six U.S.-based resorts.
- Collaborated with Marketing and Sales to create visuals such as brochures, ads, presentation folders, and signage.
- Played a key role in a company-wide rebrand, designing visual assets and overseeing new photography for each resort across all media channels.

Graphic Designer & Marketing Specialist / Villa 4U Florida

FEB 2011 - SEPT 2012 / Orlando, FL

- Designed print collateral for the company and managed vacation home marketing materials.
- Coordinated and managed daily social media content for Facebook and Twitter.

Graphic Designer / US Solutions

OCT 2008 - DEC 2009 / Orlando, FL

- Designed print visuals, including brochures, ads, and signage, to enhance brand presence and marketing efforts.

EDUCATION

DEC 2009

BFA Art - Graphic Design

University of Central Florida

SKILLS

Photoshop
Illustrator
InDesign
XD
Lightroom
Sketch
Web Design
Print Design
Figma
HTML & CSS
Joomla
Wordpress
Photography
Prototyping
Wireframing
Marketing Design
Brand Design
Microsoft

LANGUAGES

English (Fluent)
Spanish (Native)
French (Basic Level)

FREELANCING

2023

Johns Hopkins University /
Baltimore, Maryland

App design system, ux and ui

2021

Carroll Bradford / Orlando, FL
Company app design system

2018

Trigo Corp. / Puerto Rico
Brand refresh and website
design

2014

David's Cookies / Orlando, FL
Designed marketing prints