CESAR CAMINERO

Design & Brand Manager | Visual Designer

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EXPERIENCE

Sr. Creative & Brand Manager
03/2023 - 12/2024

Cloud Software Group Fort Lauderdale

- Created & managed Adobe asset library for all business units, including Citrix, NetScaler, TIBCO, ShareFile, Spotfire, Xenserver; which improved performance of design teams in each business unit.
- Created a variety of assets such as ebooks, animations, social posts, event booths, technical documentation, presentations, and illustrations.

Manager of Design & Marketing
05/2020 - Present

ContextGlobal, Inc. Remote

- Designed the UX/UI for a web app that tracks inventory at companies and events who rent to consumers or assign to staff. This product let us account for 100% of inventory when going to large conferences with thousands of devices.
- Managed the team developing the app and created a design library in Figma.
- Managed the ContextGlobal brand and online presence, including the design and production of the website, creating marketing campaigns, and generating reports from analytics to share insights with stakeholders.
- Increased online lead generation by 164% with personalization and localization on landing pages.
- Created a unified lead system from WordPress to Salesforce where we could curate and manage leads and convert to clients.

Senior Digital Producer
05/2022 - 10/2022

Citrix Fort Lauderdale

- Managed design libraries and expanded creative assets 2-fold. These included brand colors, typography, animated icons, illustrations, video, and 3D objects.
- Created mobile-first, modern, engaging web designs built for performance, generating a growth of 152% for online lead generation.

Senior User Interface Designer
01/2021 - 08/2021

ADT Boca Raton

- Increased design consistency by leading the creation of a comprehensive design system in Figma with interactive components. This helped designers streamline the prototyping process.
- Increased website engagement by 16% by creating animated assets and micro-interactions on CTAs and areas of focus.
- Performed analytical research and conducted user interviews.

User Interface Designer
08/2019 - 07/2021

Citrix Fort Lauderdale

- Created a design library of interactive assets in Adobe XD which led to increased design consistency and reduced prototyping time 3-fold among design teams.
- Designed and developed interactive web demos with Ceros leading to a 19% increase of qualified leads online.
- Designed an internal application for sales staff to sort and manage leads, which improved productivity by 143%.

Corporate Webmaster
02/2016 - 05/2019

Broward Health Fort Lauderdale

- Improved user engagement by 31% by designing intuitive interfaces for 7 websites and applications after a company rebrand.
- Managed the SEO for websites, and collaborated with the corporate marketing team on SEM and email campaigns.
- Created banners, videos, logos, and other creative assets.
- Managed team projects for development and design updates for websites.

SUMMARY

Creative and results-driven Design Manager with extensive experience in visual design, brand management, and UX design. Skilled in leading cross-functional teams, developing design systems, and delivering user-centered solutions that drive business success. Known for exceptional communication, strategic thinking, and a hands-on approach to managing complex projects from concept to completion. Trusted by enterprise-level companies to create impactful designs and streamline workflows for lasting results.

KEY ACHIEVEMENTS

💎 **Led Creation of Business App**
Designed and managed the development of Devitrak, a device-tracking app now used at conferences to improve inventory efficiency of ContextGlobal, Inc. and other businesses.

💎 **Led Several Design Libraries**
Led the transitions to Figma and built scalable design libraries for Citrix, Cloud Software Group, and ADT.

💎 **Optimized Brand Resources**
Developed and managed comprehensive asset libraries, ensuring consistency and efficiency across all marketing and design initiatives through the several business units of Cloud Software Group.

REFERENCES

Michael Berg
https://www.linkedin.com/in/meberg/

Ana Diez
https://www.linkedin.com/in/anadiez-ux/

Gustavo Rodriguez
https://www.linkedin.com/in/garsanteliz/

EXPERIENCE

Design & Marketing Manager
03/2011 - 01/2016

MILE MARKER INDUSTRIES
Pompano Beach

- Managed collaborations with retailers and influencers to expand market reach.
- Managed team to create email campaigns and social media content.
- Directed UI and content updates for the company website and online store.
- Oversaw the design and production of the yearly product catalog.
- Increased online sales by 20% through strategic marketing and design efforts.
- Progressed from intern to manager within 3 years.

ADDITIONAL EXPERIENCE

Design Agency Owner
2010 - Present

Cesar Caminero, LLC
Remote

Leading a small design firm focused on brand development and visual design.
Trusted to execute various scale projects by enterprise level clients such as:

- MCA Connect + **Microsoft**
- Vectra AI
- Johnson & Johnson's Biosense Webster
- American Chemical Society
- Timeout Magazine + Pfizer, Modelo, Trojan, Doordash, TD Bank, TAP Airlines, Switzerland Tourism, TAZO
- Intuit
- Department of Justice, ILOC

EDUCATION

B.F.A., Graphic Design
01/2009 - 01/2011

Florida Atlantic University
Boca Raton

- Graduated Magna Cum Laude.

GPA | **3.9** / 4.0

A.A., Graphic Design & Commercial Arts
01/2006 - 01/2009

Miami Dade College
Miami

- Focused on learning design, development, and business.

SKILLS

UX Design · Research · Wireframing · A/B Testing · UI Design · Figma · Design Systems · Adobe Creative Suite · Graphic Design · Animation · Video Editing · Accessibility

Project Management · Office 365 · HTML · CSS · SEO · Business Acumen · Product Development · WordPress · Sitecore · Google Analytics · Adobe Experience Manager · Ceros · Salesforce · Hubspot

LANGUAGES

Language	Level	
English	Native	● ● ● ● ●
Spanish	Native	● ● ● ● ●
Portuguese	Proficient	● ● ● ● ○