



# Lerisbeth González

## ABOUT ME

I'm a graphic designer with more than 15 years of experience, specialized in creating impactful and functional visual solutions. My approach combines creativity, experience and a solid understanding of design principles. I have worked with renowned companies, with creative teams, managed design projects from start to finish.

My portfolio demonstrates a diversity of projects and my commitment to excellence.

I am ready to bring my experience and passion to a new challenge.

## PERSONAL INFORMATION

- Herrera, Chitré, Panama
- Single
- Panama - Panama City

## CONTACT

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- www.linkedin.com/in/lerisart/

## SKILLS

Creativity • Graphic Design • Video Editing  
3D Modeling • 3D Generalist • Illustration  
Motion Graphics • Content Creation  
Branding Design • UI Design  
Product Design • Image and Video Editing  
Digital Animations • Teamwork  
Effective Communication  
Creativity • Problem solving

## LANGUAGES

- Spanish ● ● ● ● ●
- English ● ● ● ● ●

## SOFT SKILLS

Analysis, synthesis and criticism.  
Organization and planning  
Responsibility and perseverance  
Decision making  
Problem resolution  
Excellent time management  
Customer orientation  
Teamwork and cooperation  
Self-study  
Adaptability  
Professional ethics

## TOOLS

- Figma
- Adobe Acrobat
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe After Effects
- Adobe Premier Pro
- Adobe Lightroom Classic
- Autodesk Maya
- Zbrush
- Substance Painter
- UV Layout
- Mac Os X & Microsoft Windows
- Microsoft Office (Word, Power Point)

## HOBBIES

- Pets
- Movies
- Music
- Travel
- Draw
- Art Exhibitions
- Study

## PROFESSIONAL EXPERIENCE

- **BANCO GENERAL - Panama**  
**Senior Graphic Designer - Present**
  - Creation and execution of strategies and design projects for marketing campaigns
  - Project management
  - Research and creation of effective and attractive user interfaces
  - Work using agile Kanban methodology (creation and execution of sales campaigns interactive and monitored digital)
  - Video editing, digital animations and content creation for digital platforms
  - Development of the corporate brand and digital marketing manual

★ **Creativity and design: Feria 5 Estrellas, ¡PePe lo sabe!**
- **SENACYT - Panama**  
**Senior Graphic Designer - 2019**
  - Design of graphic materials for general advertising
  - Creation of promotional graphics for events and product launches
  - Photo editing, video creation and digital animations

★ **Creativity and design: Leishmaniasis, una enfermedad desatendida, Revista Imagi-**
- **EDITORA PANAMÁ - Panama**  
**Owner - 2016**
  - ★ Creator of "El Santeño Magazine" distributed nationwide in Panama to more than 100,000 inhabitants.
  - Illustration, writing, design, promotion, distribution, conducting interviews and sales execution
  - Writing and logistic
- **METRO DE PANAMÁ - Panama**  
**Senior Graphic Designer - 2014**
  - Design of graphic materials for general advertising
  - Creation of promotional graphics for events
  - Photo editing, video creation and digital animations
  - Content creation, social media management, digital illustration

★ **Creativity and design: Concientización de uso del Metro de Panamá, Render recorrido del proyecto Línea 2.**
- **AUTORIDAD MARÍTIMA DE PANAMÁ - Panama**  
**Senior Graphic Designer - 2013**
  - Design of graphic materials for general advertising
  - Creation of promotional graphics for events and product launches
  - Photo editing, video creation and digital animations

★ **Creativity and design: Planisferio de Puertos Marítimos Nacionales, Campaña de Navidad - AMP.**
- **LATAMCLICK - Panama**  
**Country Manager Panama & Sales Executive - 2012**
  - Sales executive
  - Creation of digital media campaign measurement reports
- **BIG BANG PUBLICIDAD - Panama**  
**Graphic Designer - Community Manager - 2010**
  - Creation of promotional graphics for events and product launches
  - Editing photos and creating engaging visual content
  - Collaboration in the design and development of graphic materials, including logos, brochures, posters and social media materials

★ **Campaign creation: Acerta Seguros.**
- **SHILOH PRODUCTIONS - Panama**  
**Graphic Designer & 2D Animator - 2009**
  - Design of graphic materials for general advertising
  - Creation of high-impact designs for advertising campaigns, packaging, printed products and materials
  - Team management in 2D digital animation projects

★ **Creativity, design and execution: UNICEF - (videos animados catástrofes naturales).**
- **REGENCY GROUP - Panama**  
**Graphic & Product Designer - 2007**
  - Design seasons of accessories and sportswear for the **Reebok Latam** brand
  - Collaboration with the sales department to create promotional materials customizations that increased conversions
  - Creation of promotional graphics for events and product launches

★ **Designer: Seasons 2005 - 2007**
- **BENCO INTERNATIONAL - Panama**  
**Graphic & Product Designer - 2005**
  - Design seasons of accessories and sportswear for the **Snoopy & Bongo brands - Latam**
  - Collaboration with the sales department to create promotional materials customizations that increased conversions
  - Creation of promotional graphics for events and product launches

★ **Designer: Seasons 2004 - 2005**
- **GABRIELLI INTERNATIONAL - Panama**  
**Graphic & Product Designer - 2002**
  - Design seasons of accessories and sportswear for the **Garfield Latam** brand
  - Collaboration with the sales department to create promotional materials customizations that increased conversions
  - Creation of promotional graphics for events and product launches

★ **Designer: Seasons 2002 - 2004**

## EDUCATION

- **PLATZI - (online)**  
More than 120 online courses related to fields such as graphic design, User Interface, 3D Animation and more - **Present**
- **DOMESTIKA - (online)**  
3D Modeling with ZBRUSH - **2022**
- **PLANETA CG (online)**  
Texturing with Substance Painter - **2020**
- **MÁSTER - CICE - Spain**  
3D Animation with Maya Autodesk - **2018**
- **UNIVERSIDAD DE PANAMÁ - Panama**  
Seminar for the Development of Creativity in the Media - **2014**
- **UNIVERSIDAD DE PANAMÁ - Panama**  
Seminar - Induction to the ISO 9001-2008 Standard for Training and Development of Public Servants - **2014**
- **UNIVERSIDAD INTERAMERICANA DE PANAMÁ - Panama**  
Diploma in PHP - **2013**
- **UNIVERSIDAD INTERAMERICANA DE PANAMÁ - Panama**  
Diploma in 2D Animation with Flash - **2012**
- **FLORIDA STATE UNIVERSITY - Panama**  
English Course - **2007-2009**
- **UNIVERSIDAD DE PANAMÁ - Panama**  
Bachelor's Degree in Graphic Design - **2006**