



# Let's Make Something Amazing Together.

Miguel Ayala is a skilled design professional with over 8 years of experience in the marketing and design industry. Having designed for many new businesses and clients, he has a proven track record of success by creating uniquely branded designs for 50+ businesses. Miguel has successfully formed solid relationships with many businesses and owners, becoming their go-to designer. Clients who can attest to his dedication to quality and aesthetics are shown in the reviews freely visible on his website, his web presences, and design companies he has worked with. Miguel Ayala is most known for his modern design style, marketing and branding expertise, and quality design work.

## Education

### ● B.Sc. Multimedia Design & Development

Major in Graphic & Multimedia Design  
 2012 - 2016

DeVry University, Palmdale, CA — July 2016

Received a Multi-Cultural Scholarship.

Made the Dean's List for having a 3.5-4.0 GPA in the spring and fall semester of 2015, and the spring semester of 2016 initially before graduation.

### ● Tools



## Expertise

### ● Primary



### ● Secondary

Color Theory  
 SEO & Analytics  
 Ad Design  
 Packaging Design  
 Photo Editing  
 Branding  
 Multimedia Design  
 Responsive Design  
 3D Design  
 3D Rendering  
 Photography  
 Social media Design  
 Character Design  
 Typography  
 UI / UX Design  
 Design Trends

## Experience

### ● Art Director/Designer

January 2012 - Present  
 MiguelsDesigns.com

Managed the planning, prototyping, organizing, designing, and developing websites and graphic designs based on project briefings and evaluation of client needs.

- Provided innovative and uniquely branded design solutions for 50+ companies and 200+ clients to date and reached 1000 designs milestone.
- Responsible for creating an efficient, streamlined system of design and protocols for "a better design" for B2B and B2C projects.
- Managed projects effectively focusing on high performance and exceptional quality meeting or exceeding expectations and deadlines.

### ● Brand Developer

June 2016 - December 2016  
 Stafedi Marketing Agency

Handled the branding identity designs and created effective concepts for company clients regarding a variety of multimedia projects such as websites, graphic designs, videos, commercials, photos, marketing campaigns and social media resources and assuring quality of brand effectiveness.

- Successfully designed and implemented brands for top clients at the agency and managed all projects involving company brands with my team.
- Designed above and beyond expectations and according to briefs and presentations provided by the creative director and given to manage.
- Formed solid relationships with top company clients and worked with them to design and develop their brand.