

# CAROLINA LEBAR

FIFTEEN YEARS OF DESIGN & MARKETING EXPERIENCE



"First impressions are important to any business, large or small.

I create successful marketing that speaks directly to your audience."

## CONTACT ME TODAY!

NEWPORT, TENNESSEE  
~ PIXELVAMP.COM ~

954.695.1073  
carolina@pixelvamp.com

First time emailing me?  
Please call if you don't hear from me within 24 hours.

THANK YOU!

## MORE REASONS YOU'LL WANT TO HIRE ME

- Knowledge of project management
- Experienced team leader
- Copywriting with results
- Experienced UI designer
- Corporate ID super star
- Strict brand management
- Ability to meet deadlines
- Understanding of SEO
- Banner ads that work
- Custom illustrations
- Product photographer
- 15+ years of web & graphic design, coding and marketing expertise

## EDUCATION

Graduated high school in 1994 then competed and won a Full Tuition Scholarship to the Art Institute of Fort Lauderdale. Graduated with a degree in Computer Animation and won *Best Print Portfolio* in 1997.

## SOFTWARE SKILLS

	Good	Excellent
Adobe Photoshop	● ● ● ● ● ● ● ● ● ●	
Adobe Illustrator	● ● ● ● ● ● ● ● ● ●	○
Adobe Flash	● ● ● ● ● ● ● ● ● ●	○ ○
Adobe Indesign	● ● ○ ○ ○ ○ ○ ○ ○ ○	
Adobe Dreamweaver	● ● ● ● ● ● ● ● ● ●	○
Microsoft Word	● ● ● ● ● ○ ○ ○ ○ ○	
Microsoft Excel	● ○ ○ ○ ○ ○ ○ ○ ○ ○	

## EMPLOYMENT

**April 2009 - Present** Creative Director at webstetic.com

Currently with webstetic.com as a freelance consultant and their active Creative Director, working with the CEO of the company on a wide range of projects as lead designer.

**2007 - 2009** Created pixelvamp.com

Pixelvamp.com acted as a tool to cultivate clients while working as a freelance designer and programmer.

**2005 - 2007** Art Director at blurMEDIA.com

While at blur, all of my time was spent on design. From web sites, to print, video and full corporate identity packages, I did it all. I incorporated my online marketing knowledge into my designs on eCommerce sites and my knowledge of User Interface design into site development.

**2003 - 2005** Art Director at eDiets.com

eDiets allowed me to gain a huge insight into online marketing. We tested banner ad campaigns by the hundreds and every color, font size, sale funnel and landing page we could think of, until we got the desired results. I also became project manager for their flash eMagazine, where I led a team handling multiple eMagazines.

**2001 - 2003** Self-employed Flash Specialist

During this time I contracted mainly for Sony Latin America, and subcontracted for blurMEDIA, Designthology and other clients drawn to me by my flash skills.

**1997 - 2001** Graphic Designer & Flash Specialist at fusive.com

During my employment for fusive.com, I created one flash presentation in particular that helped fusive.com win the bid to create myFlorida.com with then Governor Jeb Bush. A co-worker and I also became the first designers/flash specialists to create the 360 degree product showcase that you see on top marketing sites today. This was done for the SONY DSPC1 camera.

## CLIENTS ARE KING

- Animatik · Art & Craft Guild of the Smokies · ATKINS · AVL Mountain Buyer · Bahia Escondida Costa Rica · Balance Point · Beachway Therapy Center · Bequick · **BIG CITY TAVERN** · Blue Skies Counseling · blurMEDIA · **BOB GREENE** · **BRAD MELTZER** · **BURGER KING** · Canned Bananas · Celtic Spirit Resort · Chasity Seaton Photography · **CITY CELLAR** · **CLOROX** · **CREDIT SUISSE FIRST BOSTON** · Designthology · Digital Capital Group · Dream Concierge · **PERRICONE** · **EDIETS** · **EKHART TOLLE** · el directorio hispano usa · Fahrenheit Agency · FarePlay · Florida Stage · fluxydesign · Freemium · Friends of Honeybees · Fusive · Global Trash · Good Neighbors Club · **GOV. CHARLIE CHRIST** · **GOV. JEB BUSH** · **GREASE** · High Rock Rentals · imago lunae · It Girls · iTV · **JOHN PAUL PET** · JRS Superstar · Liiiv · **MICROSOFT** · **MYFLORIDA.com** · NCISAA · PlanetHope · QLS · Rafa el Alcalde · **THE RESIDENCES AT ATLANTIS** · **THE RESIDENCES AT MGM** · Sleek Med Spa · **SONY LATIN AMERICA** · southfloridaalerts.com · Sunair · Sunrise Detox · Tapestry Treatment · **TRAVELOCITY** · **TURNBERRY ASSOC.** · **TURNBERRY LTD.** · **TURNBERRY TOWER** · **ARLINGTON** · **TURNBERRY TOWERS** · **LAS VEGAS** · Webstetic · Worthing Place · **ZONE** · *And Many More*