

# Romina Carrera

Graphic Design  
Australia

View the full portfolio at <http://www.thecreativefinder.com/rominadc>

## Professional Experience and Curriculum Vitae

Skilled graphic designer with broad experience in branding, editorial and digital media. Skilled at multi-level stakeholder management and experience in the complete design process from conceptualisation to delivery across different channels. Dedicated to achieving business objectives by engaging in personal and professional development, always prioritising teamwork and the delivery of high-quality results.

Don't hesitate to contact me if you require further information.

E: [rominadcarrera@gmail.com](mailto:rominadcarrera@gmail.com) | [www.romicarrera.cargo.site](http://www.romicarrera.cargo.site) |  
[www.linkedin.com/en/rominacarrera](http://www.linkedin.com/en/rominacarrera)

## Previous Clientele

Please kindly get in touch for more information.

## Awards and Accolades

### KEY SKILLS

Adobe Photoshop, Illustrator, InDesign and After FX | Invision, Jira and Basecamp | Mac and Windows | Client Centric | Commercially Focused | Microsoft Word and Powerpoint | Print Production | Time Management | Internal and External Communication | Brand Consistency | Multi-Channel Design | Flexible and Versatile.

## PROFESSIONAL EXPERIENCE

July 2019 – Present | Finished Artist & CMS Admin | BMF

### Responsibilities

- Finished art of all digital media for ALDI Australia: banners, social media assets, OOH, DATs.
- Finished art of print media for ALDI Australia such as catalogue strips and amends, posters for in-store, price cards and store launch media. This also includes print production.
- CMS administration of Aldi Australia Product and Corporate website, which includes: creation of landing and product pages, daily maintenance, copy, image and price updates, back-end system testing, among others.

### Achievements

- Multitasking between different jobs, fields (digital and print) and departments (creative, accounts, retouching, production, copywriting, project management and IT developers).
- Being able to work within tight time frames and taking additional responsibilities while maintaining a steady workload.
- Successful campaigns such as Aldi Christmas campaign, Winter Seasonal Pulse and Special Buys.

2018 – July 2019 | Graphic Designer | Modern Star

### Responsibilities

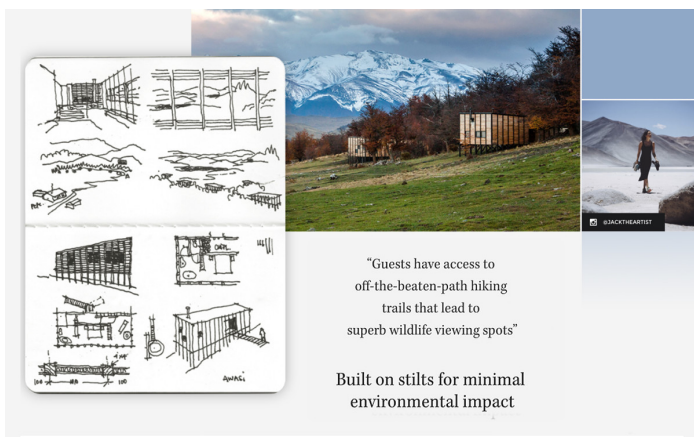
- Designed and managed multi-channel assets: EDMs, banners, social media assets and GIFs. As well as catalogues, flyers, brochures and promotional material. For instance, design of printed catalogue and digital assets to promote that catalogue.

- Give advice on creative direction; provide design options and discuss which options work and were aligned with the company's vision

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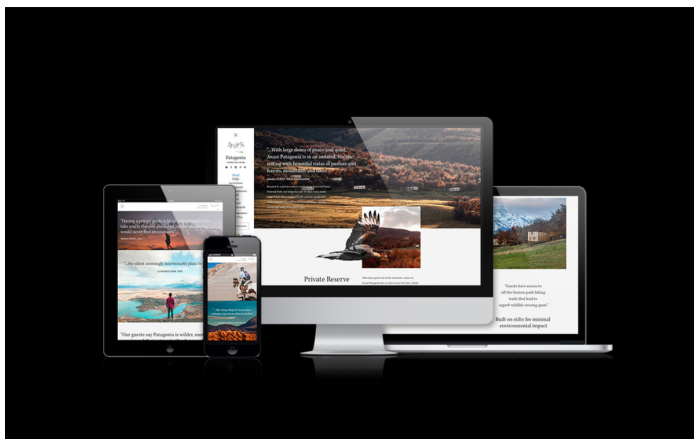
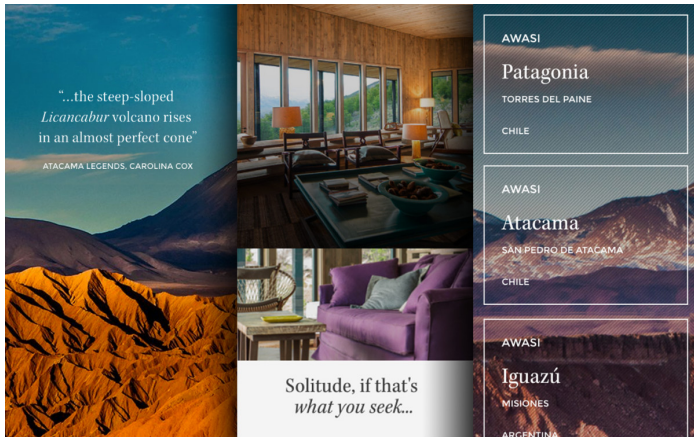
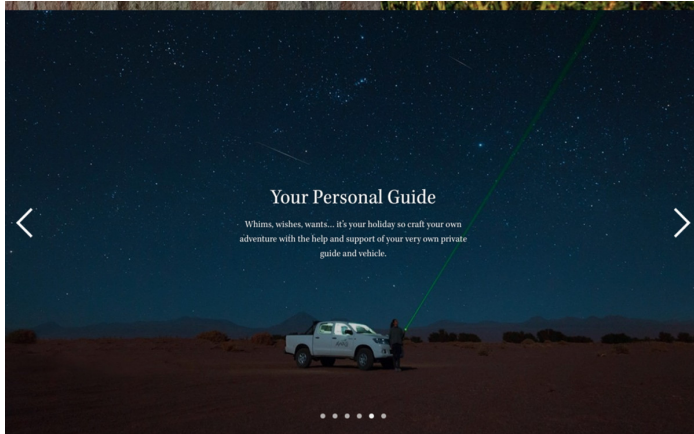


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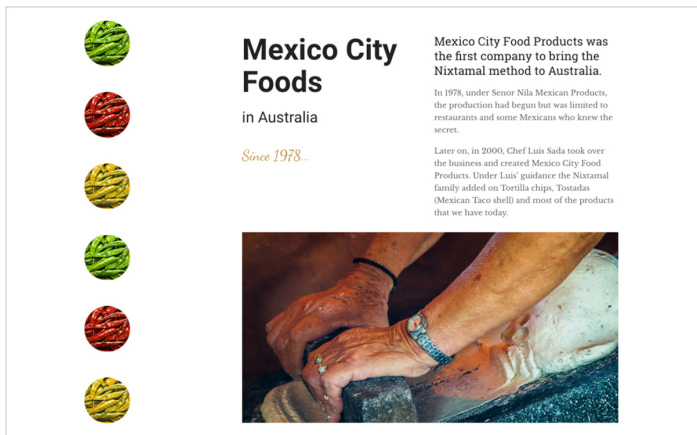
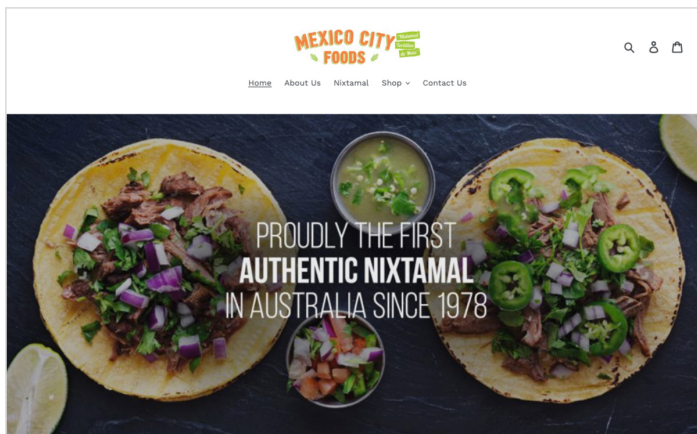
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## Soft Nixtamal Tortillas



Ideal for soft tacos and wraps. Favourite throughout Mexico over the flour tortilla, these are a delicious and healthier alternative.

**Tortilla 6 inch, vacuum packs:**  
12 tortillas pack, 12packs per box 144 units  
24 tortillas pack, 12packs per box 288 units  
36 tortillas pack, 12packs per box 432 units

**Tortilla 4 inch, vacuum packs:**  
60 tortillas pack, 6 packs per box 360 units



**Tortilla 5 inch, vacuum packs:**  
12 tortillas pack, 12packs per box 144 units  
24 tortillas pack, 12packs per box 288 units  
36 tortillas pack, 12packs per box 432 units

**Tortilla 10 inch packs:**  
12 tortillas pack, 12 packs per box 144 units. Ideal for gluten free wraps.



PROUDLY THE FIRST MAKING  
**AUTHENTIC NIXTAMAL**  
IN AUSTRALIA SINCE 1978

TORTILLAS



### 100% Australia Corn Natural and Fresh





[Read about Nixtamal](#)

*Quality & passion are what makes us unique.*

## Grab a taste...

Feel the power of healthy food

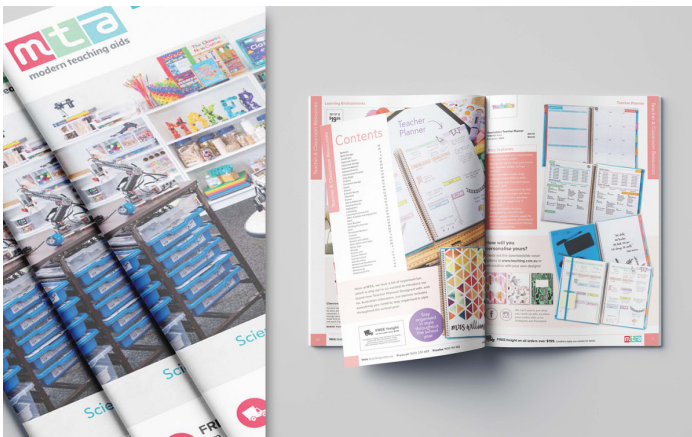
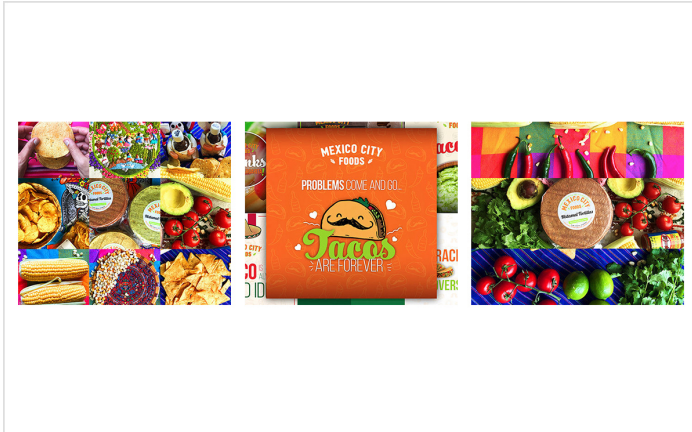
At Mexico City Foods we make sure all of our ingredients come from the highest quality sources. Reason why, we choose 100% Australian Corn to prepare all of our products. We strongly believe in commitment to provide the best service and we make it happen by delivering products rich in nutrients, quality and taste. We transform Australian corn on authentic Nixtamal products using our Mexican recipes.

-  Fresh Corn
-  Healthy
-  Tasteful
-  Authentic Mexican

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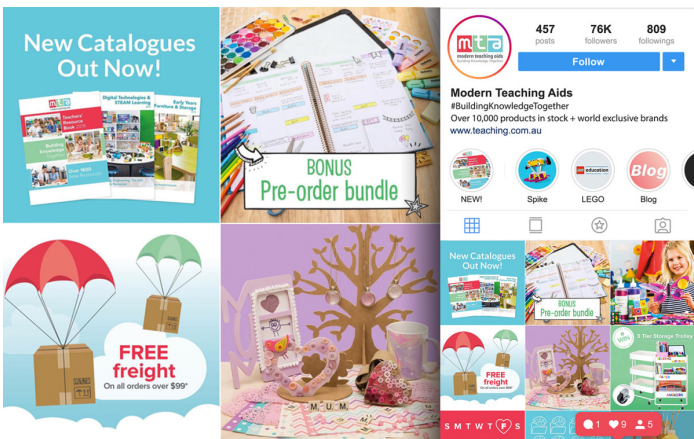


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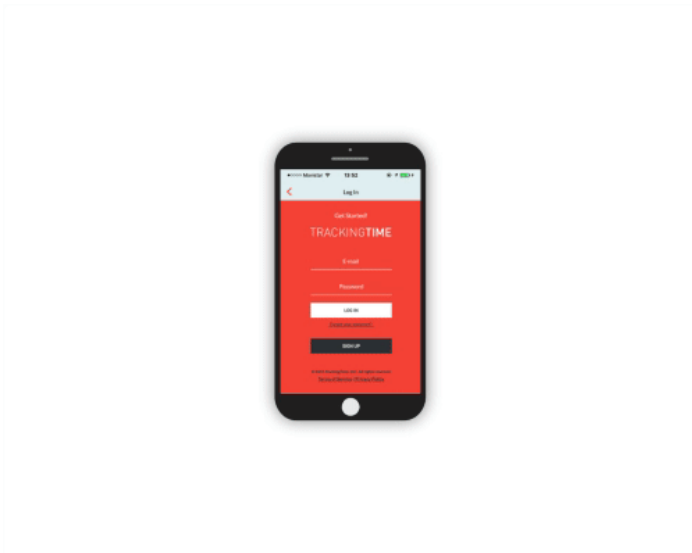
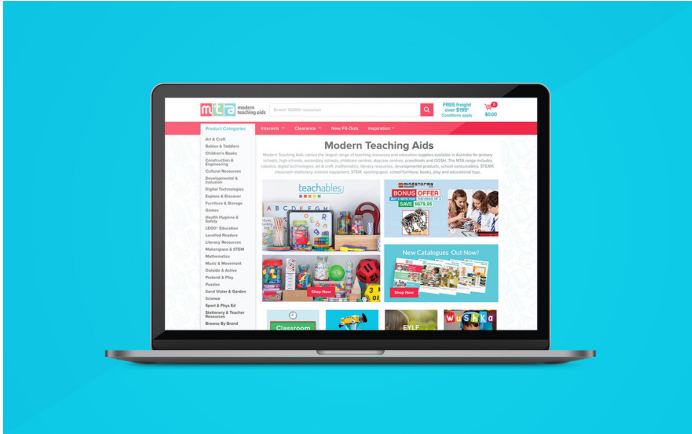


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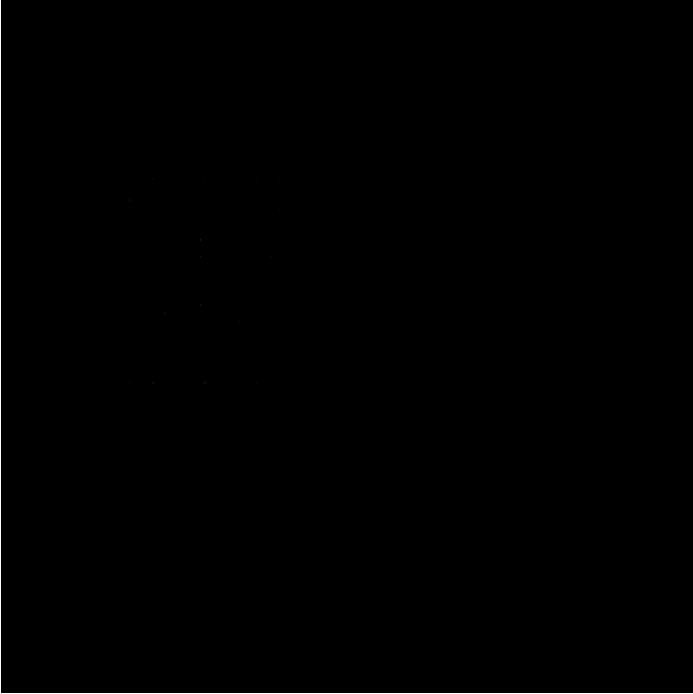
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