

EVARISTO DANIEL CORTEZ

Multidisciplinary Designer | Graphic, Visual & Brand Design

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SUMMARY

Multidisciplinary designer with 7+ years of experience across brand, campaign, digital, print, experiential, and content design. I turn complex ideas into clear, engaging visuals, from landing pages and social campaigns to trade show booths, packaging, and on-site signage. My tested charger screens lifted the successful charge ratio by 7%, and my work at bp pulse earned 11 company recognition awards.

SKILLS

Brand & Campaign: Visual identity, brand systems and guidelines, campaign toolkits, retail promotions, packaging, e-commerce, mood boards, storyboards, presentation design

Digital & UI: Landing pages, responsive web, email, display ads, social media, UX/UI, design systems, data-heavy interfaces

Experiential & Print: Trade show booths, environmental graphics, large-format signage, wayfinding, print production (CMYK, bleed, trim, dielines), vendor and fabricator coordination

Content & Illustration: Photography, video editing, short-form social video, illustration, iconography, infographics, 3D product renders

Tools: Adobe Illustrator, Photoshop, InDesign, Acrobat, Premiere Pro, Final Cut Pro, Figma, Sketch, Canva, Midjourney, ChatGPT, Claude, PowerPoint, WordPress, HTML/CSS | **Languages:** English (fluent), Spanish (native), Portuguese (fluent)

EXPERIENCE

bp pulse (formerly AMPLY Power) | 03/2021–06/2026

Promoted twice, from Graphic Designer to Visual Designer.

Visual Designer | Chicago, IL | 03/2023–06/2026

- Increased the successful charge ratio on Alpitronic chargers by 7%, across thousands of sessions each week, by testing and iterating on instructional screens (Gold award).
- Designed campaign creative for the bp pulse Perks program, the Amazon demand partnership, bp's ampm and Thorntons convenience stores, and seasonal promotions across email, social, display, and in-store touchpoints.
- Built the Omega design system across 6+ product modules, used by 15+ designers and engineers, improving design-to-development handoff efficiency by ~40%; supported the Omega UK launch (Platinum award).
- Produced site decals, large-format signage, wayfinding, and bilingual (English/Spanish) instructions for charging sites, preparing files for sign fabricators.
- Designed executive and customer presentations, including one that left fleet client RSG "blown away" (Gold award), and shot and edited photo and video content at new charging sites.

Multimedia Designer | Mountain View, CA | 07/2021–03/2023

- Reduced design inconsistencies by ~80% across U.S. and UK teams by leading the visual rollout of the AMPLY Power-to-bp pulse rebrand with templates and brand guidelines.
- Designed exhibition booth graphics, banners, and collateral for ACT Expo and APTA EXPO, coordinating production with print and event vendors.
- Designed tested landing pages, the AMEX partnership website, and Amazon Shop graphics; illustrated a 300+ icon library.

Graphic Designer | Mountain View, CA | 03/2021–06/2021: Produced web graphics, collateral, event assets, and presentations.

Freelance Designer & Content Creator | Chicago, IL

- Shot and edited photo and video content for Method Moving, documenting a client's Chicago-to-New York move for social media; designed beverage packaging and photorealistic product renders.
- Create short-form video for Instagram and TikTok in Final Cut Pro, with 11.5K followers and videos reaching 125K+ views.

World Mad Media | Contract Graphic Designer | 2024

- Created exhibition visuals and branded event graphics for the Chan Zuckerberg Biohub Network at CELL BIO 2024 in San Diego.

Earlier Experience: UX/UI Designer Intern, Open Water Accelerator (2020) · Graphic Designer, UC Santa Cruz (2018–2019)

AWARDS, EDUCATION & CERTIFICATIONS

Awards: 11 bp pulse recognition awards (2024–2026), including Platinum for the Omega UK launch and Gold for charger screens, consumer experience, and customer presentations

Education: B.A., Computer Science, UC Santa Cruz (2020) · A.A., Graphic & Interactive Design, Foothill College (2020) |

Certifications: Microsoft UI/UX Design (2025) · Web Content Design, Foothill College (2020)