ELIAB CAUDIO

SENIOR GRAPHIC DESIGNER | Brand Systems • Integrated Campaigns • Digital + Print • Art Direction
West Palm Beach, FL | (561) 584-3444 | eliabcaudio@yahoo.com | eliabcaudio.com

PROFESSIONAL PROFILE

Multidisciplinary Senior Graphic Designer with 11+ years of experience creating brand, marketing, presentation, campaign, environmental, and digital communications across commercial real estate, healthcare staffing, signage, independent client work, and professional services. Strong in concept development, visual storytelling, typography, layout systems, brand consistency, presentations, digital and print production, and production-ready execution. MFA in Graphic Design with hands-on experience across Adobe Creative Cloud, Figma, motion/video, photography, WordPress, presentation design, large-format production, and AI-assisted creative workflows.

CORE COMPETENCIES

Art Direction • Concept Development • Brand Identity Systems • Integrated Campaign Design • Visual Storytelling • Digital & Print Design • Presentation Design • Commercial Real Estate Marketing • Social & Email Creative • Environmental Graphics • Signage & Large Format • Photography & Retouching • Motion & Video • Figma • Production & Prepress • Stakeholder Collaboration • Quality Control • AI-Assisted Creative Workflows

PROFESSIONAL EXPERIENCE

NEWMARK MULTIFAMILY REALTY | Senior Graphic Designer

Boca Raton, FL | Aug 2022 - Present

- Design and develop investor- and client-facing marketing materials supporting multifamily listings, broker presentations, business development, and internal initiatives.
- Create and refine offering memoranda, BOV presentations, pitch decks, property flyers, announcements, invitations, maps, aerials, and supporting collateral across print and digital channels.
- Translate complex property, financial, demographic, and market information into clear visual narratives with strong hierarchy, organization, and presentation quality.
- Support multiple broker and marketing teams simultaneously while managing competing priorities, revisions, deadlines, and production requirements.
- Develop presentation concepts and visual approaches that elevate information-dense materials beyond standard template execution.
- Own proofreading, preflight, file preparation, and final quality control for client-facing materials.
- Collaborate with brokers, marketing leadership, and internal stakeholders to clarify objectives, solve design challenges, and maintain brand consistency.

INDEPENDENT / FREELANCE | Senior Graphic Designer & Art Director

South Florida | Dec 2013 - Present

- Develop brand identities, marketing collateral, websites, presentations, social content, photography, motion assets, and campaign creative for independent clients and organizations.
- Lead projects from discovery and concept development through visual direction, client presentation, revisions, and final delivery.
- Create cohesive identity systems using typography, color, imagery, layout standards, messaging hierarchy, and reusable visual elements.
- Translate business goals and client input into focused creative concepts and practical design solutions.
- Present creative options and design rationale to clients and guide projects through feedback and refinement.
- Design responsive websites and digital experiences using WordPress and Elementor; produce photography, retouching, social assets, presentation graphics, and motion/video content as needed.
- Coordinate with print and signage vendors when projects require production-ready files, specifications, revisions, or final output preparation.

ACCOUNTABLE HEALTHCARE STAFFING | Graphic Design Specialist

Boca Raton, FL | Jun 2018 - Jun 2021

- Designed recruitment, employer-branding, corporate communications, and marketing materials supporting a national healthcare staffing organization.
- Maintained brand consistency across communications serving multiple offices and markets throughout the United States.
- Produced weekly email campaigns using Constant Contact, social media graphics, blog assets, event materials, corporate communications, and promotional collateral.
- Supported social content scheduling, campaign needs, and analytics tracking.
- Planned and executed corporate headshots and event photography with retouching and post-production.
- Worked with marketing stakeholders to adapt creative for different audiences, business needs, locations, and communication channels.

ENVIRONMENTAL GRAPHICS & PRODUCTION EXPERIENCE

MCNEILL SIGNS | Commercial Signage Graphic Designer

Delray Beach, FL | Jun 2021 - Jan 2022

- Designed storefront signage, vehicle graphics, banners, wall graphics, environmental graphics, and commercial large-format applications.
- Prepared vector artwork, scaled layouts, client proofs, production files, and vendor-ready assets within fabrication and installation constraints.

SIGNARAMA DEERFIELD | Graphic Designer

Deerfield Beach, FL | Jan 2022 - Jun 2022

- Produced branded signage and large-format graphics while balancing visual impact, brand consistency, material limitations, and accurate output requirements.

ADDITIONAL DESIGN EXPERIENCE

The Walker Group - Graphic Design Intern | Farmington, CT | 2022 • JMS Menu Marketing - Graphic Designer | Boynton Beach, FL | 2018

EDUCATION

MASTER OF FINE ARTS, GRAPHIC DESIGN: Liberty University | 2023
BACHELOR OF SCIENCE, GRAPHIC DESIGN: Art Institute of Pittsburgh Online | 2018
ASSOCIATE OF SCIENCE, GRAPHIC DESIGN: Art Institute of Fort Lauderdale | 2015

TECHNOLOGY

ADOBE CREATIVE CLOUD: InDesign, Illustrator, Photoshop, After Effects, Premiere Pro, Acrobat
DESIGN & DIGITAL: Figma, WordPress, Elementor
PRESENTATION & BUSINESS: PowerPoint, Excel, Word
PRODUCTION: Print production, prepress, large format, signage, vendor file preparation
ADDITIONAL: Photography, retouching, motion graphics, video editing, generative AI workflows