

RICKY ESTRADA

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PROFESSIONAL SUMMARY

Bilingual Creative Designer with 20+ years leading branding and advertising and 4+ years in U.S. construction. Expert in photorealistic 3D rendering, virtual tours, and AI-enhanced workflows, with proven ability to translate vision into compelling visual-sales tools and drive market success.

PROFESSIONAL EXPERIENCE

Lead Designer & Social Media Coordinator | Precise Buildings LLC | PA, USA | Oct 2023 – Present

- Lead 3D building design with SketchUp; deliver photoreal renders and 3D virtual-tour videos.
- Integrate AI tools for workflow acceleration, multimedia content generation, and market analysis.
- Design graphics, photo, and video marketing collateral for web, social media, and events; oversee SEO.

Driver / Worker (Internal Promotion) | Precise Buildings LLC | PA, USA | Oct 2022 – Oct 2023

- Acquired hands-on expertise in Amish-style construction methods; assisted in site layout and material handling.

Interior Renovation Designer & Laborer | Independent Contractor | NJ, USA | Jul 2021 – Sep 2022

- Designed and built residential decks, basements, and kitchens through planning and execution.

CEO & Creative Director | VIEWTY CONEXION | Medellín, Colombia | 2016 – 2021

- Founded and led a creative agency delivering advertising campaigns and training for major clients including the Medellín Mayor's Office.

TEACHING & TRAINING EXPERIENCE

- University Professor | Various Colombian Universities | 2005 – 2014
- Taught Advertising Graphic Design, Corporate Image, Creativity, and Audiovisual Production.
- Designed and led experiential workshops on branding and communication ("Knowledge Shows", "Work Shows").

EDUCATION

Specialization in Promotional Marketing Management (WES U.S. Equivalency)

Pontifical Bolivarian University, 2008

Bachelor of Arts in Advertising (WES U.S. Equivalency)

Pontifical Bolivarian University, 2000

KEY SKILLS

- 3D Design & Visualization: SketchUp • D5 Render • Bluebeam
- Branding & Digital Marketing: Brand Strategy • Social Media • SEO • Wordpress
- Technical Tools: CorelDRAW • Photoshop • Microsoft Office • Sony Vegas • Ableton Live
- AI-Enhanced Research & Automation

LANGUAGES

- Spanish (Native)
- English (Professional Working Proficiency)

REFERENCES

Available upon request.