

## DESIGNED WORK FOR



## TECHNICAL SKILLS

Bilingual designer • Visual communication • Digital photography • Interaction design • Wireframing & UI prototyping • UX Research • Graphic optimization for screen and print

## PROFESSIONAL SKILLS

Typography & layout • Advertising • Logo creation  
Identity standards development and implementation  
Brand development • Deadline management

## INTERPERSONAL SKILLS

Self confidence • Positive • Problem solver  
Collaboration • Task oriented • Active listener  
Flexible • Quick learner • Initiative

## PRINTING BACKGROUND

Working with CMYK, RGB and PANTONE color books  
Pre-press file preparation for digital and offset press  
Color correction • Image manipulation • Screen printing  
and Heat press production

## TBWB Production Artist | Dec. 2019 - Feb. 2020 / Sep. 2016 - Nov. 2016 | San Francisco, CA.

Participated in design-proofing high volume of printing pieces to be mailed to thousands of homes in the US.  
Provided concise feedback to a Senior Art Director and top-level political advertising account executives.  
Collaborated in pre-flighting InDesign files prior to printing large volume of deliverables for the 2017 presidential election and the California primaries in 2020.

## GAMMA PRODUCTIONS Art Director / Photographer | Feb. 2014 - Nov. 2016 | San Bruno, CA.

Fully designed and directed the magazine-catalog, "Quinceañera USA" to be displayed in client expos.  
Successfully led a team of creative staff towards the completion of a premium 16 page publication.  
Fully completed specific photography assignments, from shooting to color editing high volume of photographs.

## MENTING CREATIVE Freelance Designer / Branding Specialist | Jan. 2004 - Present | N.Y./CA.

Successfully integrated new brands into competitive local markets by implementing responsive visuals to increase their business potential and attract high profile clients.

Designed concise corporate fact sheets and on-target white papers for businesses to increase their customer base.

Fully orchestrated the website design of a local tech-store, creating their visual identity and branding.

Created and applied photography guidelines as well as implemented the e-commerce set-up aspects of a website to launch sales using an on-line gallery.

Creatively delivered and designed new branding identity deliverables for corporate clients such as: Oxo and a leading east coast retailer Tops.

Produced refined marketing assets for Farmers, Realty World, Intero Real State, Organo Gold and Wholelife, e.g., food packaging, product label design, advertisements, flyers, EDDM, stationary sets, B2B and B2C.

## PREMIER SOCIAL MEDIA Graphic Designer | Feb. 2009 - June 2009 | Rochester, N.Y.

Created and Implemented appealing Corporate Identity Standards e.g., logotype, stationary set, B2B and B2C graphics.

Delivered highly refined web graphics, banners and pop-up advertisements for Foodlink and Toshiba.

Optimized graphic assets for widgets launched on Myspace.

Designed a responsive GUI for Kodak POS photo kiosk displayed at Walmart with e-commerce capabilities.

## BACHELORS OF FINE ARTS IN GRAPHIC DESIGN

**RIT** Minor: Communications.  
Rochester Institute of Technology,  
Rochester, New York.  
Graduated on May 2009

## ASSOCIATE IN APPLIED SCIENCE IN VISUAL COMMUNICATION TECHNOLOGY- GRAPHIC ARTS/ PRINTING



Monroe Community College,  
Rochester, New York  
Graduated on December 2006

## INFORMATION TECHNOLOGY AND MANAGEMENT (TECHNICAL DEGREE)



Universidad del Valle de Atemajac,  
Zapopan, Jalisco, México  
Graduated on June 2001

## MOST PROUD OF

\$12K Merit based scholarship • Transferred with a 4.0 GPA • Fully directed and designed a \$20k publication (magazine/catalog) printed on premium paper • Created a creative freelance design business that generates 1/4 of my income

## STRENGTHS

OVER ACHIEVER | HARD-WORKING | LISTENER  
CREATIVE THINKER | MOTIVATOR & LEADER

## INTERESTS

BRANDING STRATEGY | MOTION GRAPHICS  
DRONE VIDEOGRAPHY | ILLUSTRATION

## TALENTS

TYPOGRAPHY | LAYOUT COMPOSITION  
LOGO DESIGN | CONCEPTING | TRAVELING