

Ron Vigil

Denver Colorado

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MULTI-MEDIA MARKETING GRAPHIC DESIGNER

WORK HISTORY

FREELANCE DESIGNER *Marketing Designer* Oct 2014 - Present

YK Consulting / Moe Cason BBQ / Spannos Construction / TMGT Network

Development of high-quality corporate identity by overseeing all aspects of marketing and branding throughout the web, mobile, video, and print collateral. Creating custom targeted campaigns that run on multiple platforms.

TV MEDIA WORKS *Motion Graphic Designer* Sept 2009 - Oct 2014

Development and design of www.tvmediaworks.com Website and corporate branding. Channel branding and motion graphics for iDrive, MORE, Tomorrow Planet, MEN's Entertainment, American Dream Network, Fashion & Beauty Network, and Casino Network

DISH NETWORK *Interactive Designer* Oct 2008 - Nov 2009

User interface design for interactive TV Ads for these clients: Ford, Navy, Chase, BMW, Dodge, Geico, Lexus, HP, Infinity, Jeep, Land Rover, Mercedes Benz, Neutrogena RBK, TGIF, Toyota, Walgreens, Bose, ATD, American Express, Capital One, E-Loan, Food Network, Hyundai, Universal, Reebok, Tide, Walgreens, Visa, SeaWorld, and more"

PREMIER FIGHTING *Creative Director* July 2008 - Oct 2008

Created a strong corporate branding through website, posters, flyers, and T-shirt apparel that advertise a successful mixed martial event where 10,000 people showed up to watch 20 fighters battle it out in a cage. I also established and maintained successful relationships with various vendors, fighters, fans, and sponsor.

TURNER MEDIA GROUP *Graphic Designer* Jan 2006 - July 2008

Created branding and marketing material that advertised TV channels through brochures, PowerPoint presentations, graphics standards manual as well as various magazines. Helped develop the first interactive TV commercial on Dish Network.

EDUCATION

CROSS PURPOSE PERSONAL DEVELOPMENT PROGRAM 2018-2019

Soft Skills "Pairin", Teambuilding, Conflict Management, "Enneagram" Self Awareness, Personal Branding Statement, Pechakucha Presentation Skills, Emotional Intelligence Training

ART INSTITUTE OF COLORADO 2006-2008

Bachelor of Science, 2007, GPA 4.0
1200 Lincoln Street Denver, CO 80203, CO 80214

ROCKY MOUNTAIN COLLEGE OF ART AND DESIGN 2000-2003

Bachelor of Arts in Graphic Design and Advertising, 2002, GPA 4.0
1600 Pierce Street Lakewood, CO 80214

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe Xd
Adobe After Effects
Adobe Dreamweaver
Adobe Premiere Pro
Logic Pro X
Cinema 4d Light
Microsoft Office

LANGUAGES

HTML 5
CSS
Java

PROFESSIONAL

PRINT:

Typography
Photography Branding
Environmental Graphic
Color Theory
Product Branding
Photo Editing
Print Production
Graphic Standards
Wireframes

VIDEO:

Motion Graphics
Video Editing
Sound Production
Green Screen Keying
Storyboarding
Broadcast Animations
Studio Lighting
Storyboarding

INTERACTIVE:

Website Development
User Interface Design
Mobile Design
Responsive Design

MARKETING: Social

Media
Direct Mail
Email Marketing
TXT AD Marketing
Google AD Words
G Suite
Data Driven
Direct Mail
Marketing Budget
Instagram Ads
Facebook Geo Ads

PERSONAL

Self Starter
Creative
Fast Learner
Well Organized
Teamwork
Details Oriented
Multitasking
Patience & Prioritizing
Project Management
Ability To Adapt
Budget Management
Communicate
Effectively Positive
Attitude
Content Management
Cross-Functional
Highly Organized
Can Do Attitude

RO Design, Denver, www.ronvigil.com

Highlands Wine Seller / Moe Cason BBQ / Spannos Construction

Oct 2014

- Work with clients to create prototype multi-platform projects with unified UI style guide
- Collaborate with clients to discuss needs, objectives, and budgets, and develop scalable project plans including design concepts, delivery dates, and budgets.
- Successfully deliver multiple projects with overlapping deadlines to meet client expectations.
- Manage key relationships with agencies, vendors, and developers, to ensure business goals are accomplished in a timely manner.
- Secure assets for a variety of platforms, web, mobile, video and other multi-media platforms
- Developed a strong style guide branding projects released on multiple platforms resulting in the achievement of business goals of a collaborative team.
- Grew text message marketing campaign from 0 to 4,000 contacts within three years.
- Worked with department heads to produce monthly Advertisement.
- Created geo-targeting social media marketing campaigns.

TV Media Works, Denver www.tvmediaworks.com *Interactive Designer*

Sep 2009 - Oct 2013

- Created a standard manual for multiple channels on different platforms.
- Conceptualized on-air graphics with art director then completed final versions using Adobe Photoshop, Illustrator, After Effects, and Final Cut Studio.
- Conceived and created 3D motion graphics for channel opens and graphical elements.
- Streamlined the production process by creating efficient storyboards projects deadlines.
- Collaborated with the CEO in the creation of graphics for new ventures on a short deadline.
- Converted and encoding video for the web.

Dish Network, Englewood www.dishnetwork.com *Interactive Designer* Oct 2008 - Nov 2009

- Create weekly banner Ads on Dish Network home screen using Photoshop and After Effects
- Conceptualized on-air graphics with art director then completed final versions using Adobe Photoshop, Illustrator, After Effects, and Final Cut Studio.
- Designed and developed interaction flows, wireframes, visual mockups, and prototypes for software and interactive TV prototypes.
- Produced high-quality user interfaces and visual designs – from concept to launch on web and mobile applications.
- Converted and encoding video for the web and on-air graphics.

Premier Fighting, Denver

Creative Director Jul 2008 - Oct 2008

- Designed and implemented new marketing promotions for events
- Resizes existing artwork for marketing print and digital campaigns, including billboards, newspaper and magazine ads, marketing kits, broadcast graphics, web and social media assets, digital platform assets, cable guide ads, and other projects as assigned.
- Established and maintained relationships with various vendors, sponsors, and community organizations.
- Designed advertisements, pamphlets, VIP passes, tickets, and Championship Belts for the main event.
- Promoted events through different forms of media including local newspapers, magazines, internet, posters, and flyers
- Completed photography production work, including silhouetting images and color correction for a variety of mediums.