

OBJECTIVE

Creative, energetic, and productive graphic designer seeking a position in a challenging and positive work environment.

SKILLS

- Skilled in graphic design, technical illustration, marketing, iconography, and typography. Also skilled in photography, video, editing, and printing.
- Designed visuals for use on websites, video, mobile, social media, print, reports, presentations, and displays. Products created include logos, branding, annual reports, newsletters, brochures, posters, billboards, web-blasts, banner ads, packaging, labeling, user manuals, and various marketing and promotional materials.
- Expertise with various design platforms including Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, XD, Spark, and Acrobat Pro. Also knowledgeable with WordPress, Sketch, After Effects, HTML, Microsoft Office including Word, Excel, and Powerpoint.
- Developed and maintained websites and social platforms as well as monitored, updated, and cataloged web materials and social media traffic. Also maintained graphic libraries and verified style and branding guidelines to meet technical, medical, legal, and regulatory requirements.
- Increased work-flow and productivity by learning and implementing the latest programs, equipment, and techniques. Also acted as liaison between agencies and vendors to improve collaboration, maintenance, budget, and installation of products.

Other Notable Skills

- Responsible, deadline-oriented, highly-detailed, and accountable with all duties of work.
- Provide courteous attention to clients and internal departments by personally responding to project requests or making appropriate referrals.
- Productive in working independently as well as in a team environment.
- Always learning and supportive of growth and ingenuity.
- Easy going and fun to work with.



Phone

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Email

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Online Portfolio

ronestevez.com/portfolio

EDUCATION

Bachelor of Arts Degree
in Graphic Design
San Diego State University

Associates of Arts Degree
in Liberal Arts
San Diego Community College

CERTIFICATION

International Webmasters
Association Certificate

Adobe Creative Suite 2
Critical Education Certificate

EXPERIENCE

Freelance Graphic Designer

Self-Employed
(03/2020 – Present)

Created marketing materials for print, web, and tradeshows. Successfully communicated client message to target markets through advertisement, video, brochures, pamphlets, banners, and social media. Analyzed and evaluated client needs to determine information to be made available to the target market. Balanced workload, budgets, and communicated with clients and their customers to meet marketing goals. Worked with vendors to create specific material, procured vouchers and payment. Negotiated pricing to reduce cost and streamline productivity. Purchased and installed office equipment for efficiently.

Publishing Collection Designer

IDW Publishing
(10/2015 – 03/2020)

Designed and edited graphics to be used in print and web publications. Created art for design elements. Organized and maintained libraries of graphic files. Set typography for foreign and resized books. Worked closely with editors, writers, and artists. Responsible for the packaging of files and color proofing final print.

Graphic Designer

Tandem Diabetes Care
(01/2014 – 08/2015)

Developed informational, sales and training material. Responsible for graphic design in advertisement, package design, labeling, logos, web-blasts, banner ads, social posts, and company collateral. Photographed projects that were used in print, web material, and special events. Directed several video projects showcasing customer support and product detail. Maintained and updated graphic files and asset libraries. Coordinated with vendors on color proofing, prints, distribution, and price negotiation of material. Assisted department directors in developing direction for activities to support the total management effort.

Graphic Designer

San Diego County Credit Union
(08/2008 – 12/2013)

Responsible for advertising campaigns for print and web. Created and implemented brand requirements across a variety of media including annual reports, brochures, pamphlets, corporate banners, billboards, website, and apparel. Developed and transmitted informational materials to employees to enhance the understanding of certain attitudes and practices advocated by the organization. Analyzed and evaluated program needs to advise management officials of the information to be made available to the public to attain company goals. Introduced new programs for the marketing department to streamline work flow. Worked closely with departments to promote new products and events.

Graphic Artist

EMD Merck, Global Marketing & Communications
(09/2004 – 08/2008)

Implemented design, layout, color proofing, and printing of company material. Presented strategies for corporate identity and advertising. Worked closely with product managers to create and update the annual catalogs, technical material, advertisements, announcements, and maintain product website. Also responsible for product photography, packaging, and product placement. Coordinated with service bureaus and printers. Worked remotely with the marketing and design team based in Wisconsin and Germany.

Volunteer Service Experience

Photographer and Graphic Designer
Emilio Nares Cancer Foundation

Photographer
San Diego Burn Survivors Foundation

Photographer and Graphic Designer
St. Pius X School