



GET IN TOUCH

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SUMMARY

I am a design professional with seven years of experience, combining technical skill, visual thinking, and design knowledge to create high-quality visual messages that will be effective with specific audiences and markets.

A leader by nature, but also a team player, I promote good communications and knowledge-sharing for the best possible products and successful projects for the organization.

PROFESSIONAL EXPERIENCE

Graphic Designer at American Society of Civil Engineers

August 2008 – Present

Working across departments, I was instrumental in the creation of in-house design team, developing promotional materials and organizing campaigns to inform ASCE staff about the benefits of utilizing in house staff to support the company-wide media projects. As a result of this campaign we increased staff use of in - house department 20%.

Product lines include marketing collateral materials, print media, such as brochures, postcards, flyers, posters, trade-show booths and online media websites with emphasis on optimal user experience.

As a designer, navigated fast paced environment with minimal supervision to gather and evaluate requirements from in -house clients, oversee outside vendor print production, develop design concepts, and deploy them as successful design products on schedule (Improving in-house customer satisfaction 90% over the past four years.)

Specific high visibility projects include rebranding of the company and migration of the Main ASCE website; creation of logos and other promotional materials for ASCE Institutes, Sections and Branches; full graphic support for ASCE Civil Engineering Club TM, a national pre-college outreach program for high school students, and role as lead for ASCE's subsidiary, Bechtel Conference Center to establish brand identity and web-media services.

Under company reorganization in 2012, was selected to support ASCE's, marketing team as part of exclusive designer team responsible for marketing product lines.

In-house Graphic Designer at Fabricas Selectas

January 2007 – July 2007

Working with a talented design team, ranging from packing design, advertisement and helping wrapping up complete events. I supervised and mentor the Junior Designer staff. I was involved in creating and proposing new ideas, concepts and designs to be applied to given packages, containers and labels for a wide variety of products (from honey, play balls, candies, marbles, etc.)

I got trained on Disney Licensing Products. I had to work directly with Disney licensing department to get the design approvals and send the packing to production.

During my time in Fabricas Selectas I had the opportunity to work directly under the marketing team which allowed me to get involved in the PR and advertisement process. Learning, from how to direct a photo shoot, attending to expos and Disney art books releases to how to drive myself and communicate in corporate events.

Graphic Designer at Servicios Graficos

September 2005 – December 2006

My role in the company was to develop designs for a wide variety of dealerships in the area giving the opportunity to work for the following brands: Chrysler, Dodge, Jeep, Mazda, Mitsubishi, Cadillac, GM, Hummer and Ford) My duties included from Billboards in the main avenues of the city, invitations to local events, brochures, technical forms, calendars, big format banner displays, ads for news papers with weekly promotions, flyers, decoration material for the inside of the dealerships. During my time in Servicios Graficos I had the opportunity to learn about different printing processes and big format printing. Having the opportunity to design and create 360 degrees car wrapping.

Graphic Designer Ideaz-Publicidad (Design firm)

January 2005 – July 2005

My duties as a graphic designer included to propose marketing collateral material newspapers ads, brochures, pamphlets, flyers) and packing and label designs for different natural organic products for local brands in the area (honey, spices, teas, organic soaps, supplements, etc.)

VOLUNTEER EXPERIENCE

VP of PR and Webmaster at Toastmasters Wizards of Ahs

July 2011 – present

I am responsible for advertising and promoting the club through the website help to attract new members.

Volunteer Producer at Mastering Business Communication TV

March 2012 – present

As a floor manager my responsibilities are to assist on the show; relaying instructions from the control room to the studio floor using a talkback system; adjusting the position of the cameras when necessary, keeping the director and producer informed of action off-camera; assisting in the planning and preparation of productions; giving cues and time counts to presenters, actors or guests.

EDUCATION

BS, Graphic Design

Universidad La Salle, A.C Mexico, Mexico City
2000-2004

CONTINUING EDUCATION

Business/Corporate Communications • George Mason Univ.

Toastmasters • Club 7635 Wizards of Ahs

Autodesk 3ds Max Fundamentals • Future Media Concepts

Cascading Style Sheets • Learning Tree

Flash • Learning Tree

Master of Product Arts • Disney Mexico

Web Trainning • Digitrain

Photography Retouch • Epson Mexico

Radio Broadcasting • Universidad La Salle

SKILLS & EXPERTISE

Design & Professional Skills

Platforms PC & Mac, Adobe Creative Suite CS6, HTML, CSS, Ektron CMS, Numara Track-It, Microsoft Office, Ipswitch, Wiki, Base Camp, Xythos, Public Speaking, Time Management, Team Building, Leader, Self-motivated & Creative Development, Branding, Fluent in Spanish.