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## Skills Summary

- Ten years of experience in Visual Communication Design
- Pre-press experience in high production for different output medias (offset, digital, plotter, etc.) Using QuarkXpress and InDesign software
- Advertisement and Web design. Able to create, design and illustrate
- Multimedia development using Macromedia and Adobe software suite
- Fully collaborate with client through entire project; from determining requirements, to developing and implementing solutions and completing the administrative functions
- Completed bachelor's degree in graphic design with honours
- Recently completed management development certificate at the U of A
- Fluent in English and Spanish

## Professional Experience

### **FREELANCE GRAPHIC DESIGNER**

*Edmonton, Alberta*

Graphic Designer / Freelance

Present

Freelance to clients from Edmonton, AB

- Freelance graphic and web designer
- Create and administered budget by accurately estimating expenses and incomes
- Fully collaborate with clients through entire project

### **ROOTS ORGANIC**

*Edmonton, Alberta*

November 2006 – January 2008

Graphic Designer / Coffee Supervisor

- Graphic designer of menus, signs, labels and promotional pieces
- Create, assign, supervise and ensure completion of tasks
- Quality control of coffee and dessert areas
- Set standards and model behaviour for optimum customer service
- Cash management

### **NODO DESIGN**

*Guadalajara, Mexico*

March 2004 - September 2006

Specializing in the design of corporate images, advertisements, professional communication designs and dynamic web development.

Graphic Designer

- Project manager
- Technology manager (Macintosh and PC)
- Creative, graphic designer and illustrator who is proficient in Adobe and Multimedia programs
- Administered contracts and budgets
- Fully collaborate with clients through entire project

### **MANUFACTURAS ESCUDO**

*Guadalajara, Mexico*

March 2004 – August 2006

Company dedicated to the manufacturing of clothing items such as pants, jeans and uniforms.

Graphic Designer

- Designed corporate labels within the brand
- Developed marketing strategies to brand the company into different areas
- Redesigned and created new images/logotypes for older brands
- Responsible for label production



### **FREELANCE GRAPHIC DESIGNER**

*Guadalajara, Mexico*

September 2003 – March 2004

I worked as an Independent Contractor for three different Advertisement Agencies.

- 1.6 unopuntoseis <http://www.unopuntoseis.com>
- Intro Marketing <http://www.intro.com.mx>
- Proinco <http://www.proinco.net>

#### Graphic Designer / Freelance

- Freelance graphic and web designer
- Supported design and production for advertisement agencies
- Create and administered budget by accurately estimating expenses and incomes
- Team project

### **VOSMAN Advertisement**

*Guadalajara, Mexico*

January 2001 - August 2002

Advertisement agency exclusively dedicated to the food and beverage industry. Clients consisted of Outback Steakhouse, Camino Real Hotels and various other restaurants/night clubs.

#### Graphic Designer

- Responsible for the prepress process: Checked the quality of photographs, typography, colours and format before sending to print. Familiar with different print processes
- Collaborated with the creative department to create the design objectives
- Creative, graphic designer and illustrator
- Managed graphic design department: supervised employees, managed financial records, maintained inventory of products and materials used in the department

### **EDITORIAL MATRO S.A.de C.V.**

*Guadalajara, Mexico*

January 2000 – 2001

<http://www.ematro.com>

This is one of the biggest editorial companies in Guadalajara with annual sales exceeding US 17 million dollars. Their main clients are: Nike, Atletica and Fiesta Hotel chains.

#### Graphic Designer / Pre-press

- Retouched photographs after they have been received from the scanning department
- Developed and created high-resolution files in Photoshop and Illustrator
- Prepress and production of catalogues, magazines and brochures using QuarkXpress software
- Printed digital negatives and authorized them before sending them to the press

## **Education**

### **University of Alberta**

Faculty of Extension / Management Development Program

Completed May 09

### **University of Alberta**

Faculty of Extension/Fine Arts Program – Multimedia Stream

Completed May 03

### **Universidad de Guadalajara**

Bachelor Degree in Graphic and Visual Communication Design (Honours)

Completed June 98

## **References**

Available upon request