



MY EDUCATION:

# BACHELOR OF ARTS IN GRAPHIC DESIGN

The Art Center Design Center, Albuquerque, NM - 2008

HONORS AND AWARDS

- GOLD STUDENT ADDY, 2009- [Personal identity logo/package design](#)
- GOLD STUDENT ADDY, 2008- [JL Audio point of sale catalogue](#)
- SILVER STUDENT ADDY, 2007- [Reid Park Zoo wayfinding illustrations](#)

MY SKILLS:

- Experience with the following software:  
**PROFICIENT WITH BOTH PC AND MAC**  
 ADOBE CREATIVE SUITE  
 MICROSOFT OFFICE SUITE  
 COREL DRAW, QUARK, FREEHAND
- Design proficiencies:  
 CONCEPTUAL DEVELOPMENT, CREATIVE  
 MARKETING STRATEGIES, COMPUTER  
 ILLUSTRATION, HAND DRAWING/COLORING,  
 CORPORATE IDENTITY, CATALOGUE & DIRECT  
 MAIL, PACKAGE & LABEL, WEB DESIGN
- Other proficiencies:  
 MOTION GRAPHICS, BLACK & WHITE  
 PHOTOGRAPHY, CUSTOMER SERVICE

MY PURPOSE:

I would like the opportunity to contribute my interpersonal, conceptual and design talents in a creative environment, while learning and developing hands-on experience to benefit the team goals and corporate mission.

WORK EXPERIENCE:

OCTOBER 2011- APRIL 2012

MADDEN MEDIA - MARKETING GRAPHIC DESIGNER, **TUCSON, AZ**

- Developed creative concepts for all marketing collateral materials including: flyers, postcards, rate cards, house ads, posters, conference collateral and other items to meet all business to business advertising and internal needs
- Designed HTML emails, while maintaining web standards and best practices

OCTOBER 2010- OCTOBER 2011

BIG FROG CUSTOM T-SHIRTS - MANAGER/LEAD DESIGNER, **TUCSON, AZ**

- Designed custom artwork; developed marketing strategies, marketing collateral, and all in-store printed materials
- Managed multiple production deadlines, while implementing store policies to streamline production costs
- Trained staff on sales and design techniques, to ensure customer satisfaction and problem resolution
- Updated the customer database, and maintained all computer/printing systems

FEBRUARY 2009- APRIL 2010

SMPC ARCHITECTS - GRAPHIC DESIGNER, **ALBUQUERQUE, NM**

- Designed proposal covers and layouts, executed proposals, submittals, award submissions, and project cut sheets
- Developed all in-house and direct marketing materials, and maintained consistent visual branding

JANUARY 2009-PRESENT

FREELANCE GRAPHIC DESIGNER

- Worked with Red Chair Design Group to develop a *New Mexico Kids!* magazine ad and brochure for Albuquerque Secondary Charter School
- Created a complete wedding invitation and program for a third party client of Albuquerque Express Printing
- Conceptualized and designed a seasonal product catalogue for A+R Medical
- Executed a commissioned illustration of Steven Tyler for Ty Kattenhorn
- Produced a graduation announcement for the University of New Mexico Occupational Therapy Graduate program

