



EDUCATION

- **Bachelor of Fine Arts** - Sanford-Brown College - San Antonio, Graduated 2013
- **Associate of Applied Science** - Texas State Technical College, Waco, Graduated 2004
- **Printing Specialization Certification** - Texas State Technical College, Waco, Certified in 2003

EXPERIENCE

UNIVERSITY OF HOUSTON-VICTORIA, Creative Services Manager 2018-Present

- ▶ Oversee the design and production of university publications, collateral materials, direct mail, and recruitment marketing materials
- ▶ Manage graphic designers by overseeing their workflow, delegating projects, approving all created material to ensure we are following our university brand and style guide
- ▶ Meet with departments, listen to their project needs, specifications and translate their requests into designs or campaigns
- ▶ Provide creative solutions for marketing and branding initiatives in support of university objectives
- ▶ Setup photoshoots with a professional photographer. Oversee and give direction to the photographer on all photos taken to ensure photos meet university quality and standards
- ▶ Approve all marketing materials coming from other departments, including ads, web pages, digital signs, graphics and logos to check for quality and staying consistent with our university brand
- ▶ Interact with a wide variety of commercial print vendors to secure bids and negotiate prices

UNIVERSITY OF HOUSTON-VICTORIA, Graphic Designer 2012-2018

- ▶ Solely was responsible for designing all UHV athletic marketing materials, such as baseball, softball and soccer Game Day programs, schedule cards, posters, flyers, banners and advertisements
- ▶ Helped increased attendance at UHV sporting events and financial support for Athletic Department
- ▶ Prepared artwork according to required specifications for commercial print jobs, newspaper and magazine publications, and web applications
- ▶ Engaged with university administrators, faculty and staff to come up with creative ideas and unique ways to advertise and promote events and programs
- ▶ Designed posters, flyers, handbills, brochures, postcards, advertisements, bus wraps, signs, logos, digital signage and banners

THE PORT LAVACA WAVE NEWSPAPER, Graphic Designer, Texas, 2007-2010

- ▶ Created advertisements for retail, real estate, sports and classified sections
- ▶ Layed out pages for Youth, Sports, Business Review and Health & Fitness sections
- ▶ Designed all special section front covers and layouts including in-house promotions
- ▶ Developed & redesigned the Port Lavaca Wave logo, page headers and section pages
- ▶ Optimized website advertisements, photos, and web banners to fit all standards of the web
- ▶ Worked with a photographer and gave direction on photos needed for front pages or special sections



FREELANCE

HOLY FAMILY CATHOLIC CHURCH, Freelance Graphic Designer 2017 - 2018

- ▶ Created marketing material such as flyers, posters, graphics, banners, Facebook banners and logos
- ▶ Developed a quarterly campaign for "The Children's Collections" that consist of a large size banner, flyer, poster, Facebook marketing and website graphics
- ▶ Designed E-Flyers that were emailed to varies people throughout the church or public
- ▶ Edited images to ensure the highest quality by color correcting photos and saving them in their proper format so that they can be used for print and websites.
- ▶ Prepared final files for printing. Checked for any printing issues, spelling, grammar or file errors
- ▶ Met with the Ministry Coordinator and Director to discuss ideas for marketing material and promotion

INTERNSHIP

SHARKMATIC ADVERTISING AGENCY, Graphic Designer 2012

- ▶ Worked with Art Director to develop new designs that meet clients' changing advertising needs
- ▶ Designing advertisements, brand identity, brochures, signage, posters and web banners
- ▶ Optimized photos and graphics for the web to reduce file size, highest quality and upload time
- ▶ Conceptualized and designed logos, stationary, flyers, brochures, postcards and banners
- ▶ Worked with various vendors to make sure sizes and spot colors matched the printed material
- ▶ Exchanged ideas with other graphic designers to come up with creative solutions for our clients

AWARDS

PROFESSIONAL AWARDS

- ▶ Won 16 ADDY awards, including six gold ADDYs
- ▶ Poster for UHV Society for Critical Exchange Winter Theory Institute won the 2015 Best of Print ADDY
- ▶ Won 10 College Sports Information Directors of America awards, including Best Cover for Single-Sport program and first place twice for Single-Sport Schedule Card design
- ▶ Marcom Platinum Award - 2015 Winter Theory Debt Poster
- ▶ 360 Press Solutions - 2015 PIA Graphex Award of Excellence
- ▶ Houston Advertising Federation Award - Outstanding Achievement Award
- ▶ Texas State Technical College Graphic Design President Award - Certificate of Appreciation for Valuable Contributions and Certificate of Excellence for Outstanding Service as President

SOFTWARE

- Mac OS
- Windows
- Adobe Illustrator CS
- Adobe Photoshop CS
- Adobe InDesign CS
- Adobe Acrobat DC
- Microsoft Word
- Microsoft Power Point
- Content Manager Digital Signage