

## *Summary of Qualifications*

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I cannot perform miracles but with visuals I can work wonders. I can illustrate, outline and highlight. I can explain, elaborate or condense. I can create moods, evoke images and give thoughts shape. I can change minds, provoke discussion or simply inform. I can move, motivate and communicate. I can design and I am committed. I just want the chance to create.

## *Software Knowledge*

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- Design Tools - Photoshop, Illustrator, Quark, InDesign
- Authoring Tools – Encore, Flash and Dreamweaver
- Video Tools - Premiere and After Effects
- Animation Tools - Flash , Swift 3D, Toon Boom, CrazyTalk and WildForm
- Audio Tools - SoundForge, Sound Edit Pro and Audition
- MS Office – Word, PowerPoint, Outlook and Excel
- Both Mac and PC user

## *Proven Abilities and Results*

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**Management:** Designed and implemented the entire Graphic Design program for a college and managed it's faculty.

**Multimedia Development:** Storyboarded and built commercial, educational and corporate high-end interactive presentations that increased the company's presence in the market. Conceptualized, designed and programmed extensive promotional corporate presentations for kiosk and web-based educational games for QWEST and Denver's Aquarium Ocean Journey. These presentations reinforced brand recognition and generated curiosity in new target audiences. Developed a training program for team members about the products and services the company offers. As a result, the learning curve was reduced from 4 months to 3 weeks.

**WEB Development:** Designed and programmed a medical website to extend the company's market of chiropractic products worldwide. Created the user interface for the graphic design section of an international Internet solutions company allowing growth of revenue opportunities.

**Animation:** Designed and produced Flash and After Effects animations of different types for diverse target audiences.

**Graphic Design & Art Direction:** Held the art director position in 4 student organizations and 4 corporations. Successfully represented their vision and always met deadlines. Consistently demonstrated strong design, compositional and problem solving aptitudes. Always anticipated human responses and interactive requirements for informational design and group dynamics, as well as the ability to assist in marketing concept development. Analyzed audience's profile and focused on the desired outcome. Work diligently to assemble the necessary ingredients to produce multimedia that is engaging, informative and culturally acceptable. Designed corporate IDs for 8 different companies. These companies had an increased recognition of their brand and image among their customer base. Designed several covers for a company's sales proposals. These covers facilitated the sales of the company's software significantly.

## *Creative Contribution*

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**Screenplay Writing:** Wrote several movie scripts that is currently seeking distribution. Wrote several screenplays for web animated cartoon series. The cartoon was widely accepted.

**Animation:** Created, produced, directed, and animated 3 cartoons and one 14 episode animated series for the web. The website reached an average of 500 monthly hits for an entire year. Created high-impact animations for use at an annual Corporate Kickoff event. Unsolicited feedback was overwhelmingly positive.

**Illustration:** Created 9 world environments with 165 characters for an entertaining and educational concept for children. This project accounted for 95% of the company's total revenue that year.

**Teaching:** Designed, planned and taught a dynamic computer class to teach history of graphic design giving students the opportunity to learn how design has impacted society throughout history and produced revenue to the institution.

**Film:** Wrote and produced a 96 minutes feature film with a cast of 25 characters in a two month period. Persuaded the cast and crew to donate their time and talent. Raised the money to produce the film. Managed, planned, budgeted and coordinated all aspects of the shooting, resulting in a positive experience for everyone who participated.

## *Experience*

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WellPoint · Woodland Hills, CA · **Graphic Designer** · 2008-Present

On Assignment Inc. · Calabazas, CA · **Graphic Designer** · 2006-2008

Institute of Computer Technology · Los Angeles, CA · **Dean of Graphic Design** · 2003-2006

Air Force Network · **Freelance – Motion Graphics Designer** · 2006

J.D. Edwards · Denver, CO · **Multimedia Developer** · 1999-2003

Platt College School of Design · Denver, CO · **Instructor** · 1997-1999

MCI · Denver, CO · **Customer Service/Quality Control Representative** · 1995-1997

Instituto Politécnico Nacional · México City · **Organizing Committee Member and Public Relations Manager** for the International Wrestling Tournament "Ing. Wilfrido Massieu" · Summers of 1986 to 1992

## *Education and Training*

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Michigan State University, Masters in Fine Art (Concentration in Graphic Design) E. Lansing, MI

Bowling Green State University, Bachelor of Art (Major in Graphic Design) Bowling Green, OH

S.A.C.I. Studio Arts Centers International, advanced courses Florence, Italy

## *Languages*

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Fluent in English and Spanish. Some Italian.