

<p>PROFESSIONAL SUMMARY</p>	<p>Reynaldo is a creative graphic designer of marketing collateral. His projects have included: brochures, direct mailers, ads, catalogs, publications, newsletters, CD & DVD packaging, posters and signage.</p> <p>A talented production artist Reynaldo's specialty is to streamline the workflow and production process by creating InDesign templates that take advantage of its scripting capabilities and Photoshop Action scripts. His experience as a news page designer has enhanced his pre-press knowledge and sharpened his abilities to streamline the workflow process. From concept to completion Reynaldo works well in a team environment; discussing ideas, strategies and taking general direction to help create compelling visuals through the use of typography, color, and images.</p> <p>Reynaldo has a keen interest in further developing his web design skills. He designed his online portfolio using HTML, CSS, Javascript, Photoshop, Illustrator, Flash, Fireworks, and Final Cut Pro.</p>
<p>APPLICATION AND PROGRAMMING SKILLS</p>	<ul style="list-style-type: none"> ■ InDesign ■ QuarkXPress ■ Adobe Acrobat ■ Photography ■ Video ■ Final Cut Pro ■ Powerpoint ■ Adobe Photoshop ■ Adobe Illustrator ■ HTML ■ CSS ■ Flash ■ Javascript ■ XML ■ <i>Learning Wordpress</i>
<p>CURRENT CONTRACTS</p>	<p>LEVI STRAUSS ■ SAN FRANCISCO, CA ■ POSITION: GRAPHIC DESIGNER Job Description: Design templates for the production of the Standard Guide and the Outlet Blue Book. Write instructions for the work flow process and train staff how to use the template. Help other departments as needed in the preparation of photographs to be used in various instructional booklets.</p> <p>AMAZON.COM ■ SEATTLE, WA ■ POSITION: GRAPHIC DESIGNER/DVD & CD PRODUCTION Job Description: Design packaging for DVDs & CDs; create and format menu buttons for DVD videos. Using web-based tools, communicate to the client the design in progress and finalize the design.</p> <p>A BETTER AMERICAN ■ SANTA CRUZ, CA ■ POSITION: FREELANCE PROJECT Job Description: Design and build an educational K-12 resource website for parents and teachers using WordPress and train client how to use WordPress to maintain the site.</p>
<p>CONTRACT HISTORY</p>	<p>VINO PRIMA WINE BAR ■ SANTA CRUZ, CA ■ 2011 ■ POSITION: FREELANCE PROJECT Job Description: Designed an illustration for promoting a Valentine event. The illustration was used for html email, print and web. To help market Vino Prima and attract more customers, I recommended creating a Valentine wine tasting event focusing on flights of wine.</p> <p>VEREMOS PRODUCTIONS ■ WATSONVILLE, CA ■ 2010 ■ POSITION: WEBSITE DESIGNER Job Description: Created a dynamic interactive website using HTML, CSS, Javascript, Flash, video and photography. Maintain website with new updates and revisions.</p> <p>CREATESPACE ■ SCOTTS VALLEY, CA ■ 2009 ■ POSITION: GRAPHIC DESIGNER/DVD & CD PRODUCTION Job Description: Design artwork for CD & DVD jewel cases and the XML coding necessary to produce the products on-demand. Clients included: CNN, Nickelodeon, ESPN, A&E, SonyBMG, and others. Submit weekly progress reports to account managers, department managers, and IT.</p> <p>NEW TEACHER CENTER ■ SANTA CRUZ, CA ■ 2008 ■ POSITION: GRAPHIC DESIGNER Job Description: Design and project manage marketing collateral including: product and services catalog, data sheets, ad displays and special projects.</p> <p>AMERICAN RED CROSS BAY AREA CHAPTER ■ SAN FRANCISCO, CA ■ 2007 ■ POSITION: GRAPHIC DESIGNER Job Description: Help internal departments with their fund raising, marketing, and advertising needs. Design, art direct and manage the production of the gift catalog, ads, direct mailers, and brochures. Communicate daily the progress of projects to department managers.</p>

EMPLOYEE HISTORY

SAN JOSE MERCURY NEWS ■ SAN JOSE, CA ■ 1999 - 2005 ■ POSITION: PAGE DESIGNER

Job Description: Plan and design, Nuevo Mundo newspaper, a Spanish only newspaper that was owned by the San Jose Mercury News. Meet with reporters, editorial artists, photographers and editors to coordinate the design of all news, sports, entertainment pages and special sections. Meet weekly with the Executive Editor to evaluate visual impact of design and layout. Update Nuevo Mundo website and submit weekly status report to department manager.

In September 2005 Nuevo Mundo newspaper was outsourced to Mexico, the department was closed and all Nuevo Mundo staff was laid off.

MEXICAN HERITAGE PLAZA ■ SAN JOSE, CA ■ 1996 - 1999 ■ POSITION: MARKETING COMMUNICATIONS

Job Description: help develop and implement the strategic marketing plan, promote the corporate image, seek out collaborative partnerships with other arts organizations and business sponsorships that help advance the corporation's programs. Internally, support the organization's community relations, fund development and arts & education department's efforts in publicizing programs. **Art direction:** concept design, photo sessions, layout design, and supervise graphic design intern. **Graphic design:** newsletters, brochures, programs, ads, slide shows, flyers, and direct mailers. **Print management:** negotiate with vendors, schedule print jobs, and conduct press checks.

EDUCATION

CABRILLO COLLEGE ■ APTOS, CA ■ 2008

Fall Semester: 4.0GPA Completed classes in: Web Publishing 1 & 2 HTML, XHTML, CSS Level 2.

UCSC EXTENSION ■ CUPERTINO, CA ■ 2006 - 2007

Certificate Program: Reynaldo completed the Certificate Program with a 4.0 GPA in Web Design & Development. For his final project Reynaldo designed his online graphic design portfolio. His website was selected and presented the following year to new students as an example of what they can accomplish from the program.

COMMUNITY INVOLVEMENT

In 2007, Reynaldo facilitated a series of planning meetings to help develop a marketing plan for the San Jose Multicultural Artists Guild, a not-for-profit arts organization that conducts cross-cultural arts programming reflective of the experiences of African-Americans, women, and Chicano/Latinos.

He has volunteered his time and services for several years and helped nonprofit arts and cultural organizations in Santa Cruz and the Bay Area. He helped facilitate a town hall meeting and wrote grants that succeeded in gaining support for the Watsonville Cultural Center and helped form the Latino Arts Network a consortium of arts organizations from San Diego to Sacramento.