
PERSONAL STATEMENT

To join a progressive design team where I can apply my skills to help businesses develop, enforce, or expand their brand identity through analog and digital media.

EDUCATION

BA, Arts and Technology
University of Texas at Dallas, 2008

TECHNICAL SKILLS

- Adobe Creative Suite 4: Photoshop, Illustrator, InDesign, Dreamweaver
- Image manipulation, retouching, and compositing
- Coding valid XHTML with tableless CSS layouts
- Basic PHP for Wordpress themes
- Microsoft Office
- Mac and Windows operating systems

QUALIFICATIONS

- 3+ combined years of corporate and freelance experience.
- Skilled in brand identity design, print design, and web design including research, planning, optimizing website graphics, cross-browser testing, and pre-press file preparation.
- Exemplary record of completing complex projects within deadline while maintaining high standards for design, layout, and detail.
- Strong team player and interpersonal skills.
- Effective communicator and active listener.

AFFILIATIONS

- Member of DSVC: Dallas Society of Visual Communications

WORK EXPERIENCE

Graphic Designer, Modern Marketing, Plano, TX

March 2009–present

- Manage consistent application of corporate branding guidelines on products for more than seven national non-profit organizations and a variety of localized non-profit agencies around the country.
- Research, design, and create templates for printed promotional materials and promotional products.
- Achieved “President’s Club” award within 6 months of employment for diligently redesigning older product lines.
- Revitalized sales of older printed products by updating their designs to reach target markets more effectively.
- Restructured digital filing system to be more efficient and reliable.

Graphic Designer, Mike Parra Creative Design, Richardson, TX

August 2008–present

- Design brand identities for individuals and small businesses.
- Assign strict brand standards to advertising and stationery materials.
- Draft design briefs, project contracts, and brand guideline sheets.
- Research client’s competition and market to create a unique identity that stands apart from their competitors.
- Develop memorable brandmarks that are easily applied across the spectrum of rich media.
- Support clients with outstanding customer service through and after project completion.

Guitar Center, Plano TX

April 2005–March 2009

Guitar Sales Specialist, April 2005 – September 2005, December 2008 – March 2009

- Created long-term sales relationships with customers to serve their evolving musical needs.
- Maintained high standards in guitar sales by consistently reaching 115%+ of monthly personal sales goals.
- Worked within a team of 5–7 guitar specialists to achieve yearly sales increases of 15%–20%.
- Climbed to top-5 salesperson ranks out of a team of 18–20 experienced salespeople within 2 months of employment.

Customer Operations and Loss Prevention Associate, September 2005 – December 2008

- Oversaw training of new associates in customer operations and loss prevention.
- Engaged customers regarding their experiences in the store and communicated concerns directly to management.
- Managed customer service relations and loss prevention after point of sale.

INTERESTS

- Indoor rock climbing and fitness running
- Writing, performing, recording, and mixing music
- Psychology and science