



<p>OBJECTIVE</p>	<p>To obtain a creative and challenging graphic/ web designer position where over nine years of experience will add value to operations.</p>
<p>SUMMARY OF QUALIFICATIONS</p>	<ul style="list-style-type: none"> - Over nine years of experience in advertising for diverse industries - Website design with emphasis on enhanced efficiency, accessibility, and search engine optimization. XHTML & CSS coding, image editing, and fair Flash experience - Habitually selected as group leader and resource manager by senior leadership - Dependable team player, willing to assume high levels of responsibility - Bilingual. Fluent English and Spanish - Proven ability to organize and prioritize multi-faceted projects involving both small and large groups in a fast-paced environment - Commitment to excellence in customer service with quick resolution of challenge - Superior communication and interpersonal abilities; work well with all levels of staff management - Served as consultant on multiple businesses - Served as lead designer on website design projects
<p>ADVERTISING EXPERIENCE</p>	<p>2007 - Present Freelance Projects Tampa, FL</p> <ul style="list-style-type: none"> - Developed website, brand identity, and signage on vehicle for Area Rugs Direct (www.ArugDirect.com) and Avalon Corporate Housing (site still under construction). <p>2005 - Present CENTRO Mi Diario Tampa, FL</p> <ul style="list-style-type: none"> - Design and oversight of a weekly publication with distribution in excess of 60,000 readers - Analyze and provide graphic displays for stories by utilizing captions, side bars, info graphics and other elements - Six-plus years of daily use of pagination technology and design software - Collaborate with reporters, editors, photographers and other staff members to create best display possible <p>2004 - 2005 The Tampa Tribune Tampa, FL</p> <ul style="list-style-type: none"> - Design and layout of advertisement and special projects publishing in The Tampa Tribune - Translations English to Spanish of editorial material for The Tampa Tribune, Channel 8 and TBO.com <p>2001 - 2004 Nuevo Siglo Spanish Newspaper Tampa, FL</p> <ul style="list-style-type: none"> - Graphic design through interface programs. In charge of the special sections diagramming - Operate photographic equipment for advertisement purposes - Developed new editorial sections and promoted them throughout the community- increased advertising revenue 27%. <p>1998 - 2001 Dogger American Hot Dogs Medellín, Colombia</p> <ul style="list-style-type: none"> - Advertising Director - managed image standardization program with 50-plus employees and franchise owners. - Marketing plan development: Physical development of a prototype, packaging, brand name, costs of production and marketing, pricing strategy, distribution strategy and sales forecast - Worked with Management to create and implement a stepped incentive structure for sales employees. - Implement team leadership and mentoring principles in develop training for sales staff.
<p>PROFESSIONAL EDUCATION</p>	<p>2007 The Art Institute of Tampa Tampa, FL</p> <p>Associate of Arts / Interactive Media Design</p> <p>2000 Instituto de Artes Medellín, Colombia</p> <p>Bachelors in Advertising</p>
<p>COMPUTER SKILLS</p>	<p>Windows XP Office XP Products: Word, Excel, Power Point</p> <p>Graphics: Adobe Photoshop, InDesign, Illustrator, QuarkXpress, Acrobat</p> <p>Web/Motion Graphics: Flash, Dreamweaver, After Effects, Director. Programming Skills: HTML, CSS, Action Script.</p>