

**EXPERIENCE :::::**

**production artist**

SCHAWK - Sears weekly national catalog & newsprint  
01/2006 to present  
+ build and layout pages from thumbnails to release  
+ revise and update pages, images and layouts per client changes  
+ partner with image coordinators and creative directors on image and design issues  
+ organize and collect for output concepts for client presentations  
+ accountable for sears national, ROPs, Alaska & Hawaii page design and releases  
+ responsible for pre-flighting and approving pages for final print-release  
+ involved in production of special projects and promotional pieces for clients such as:  
sears, sears grand essentials / sears ROPs / fannie may candies / office max /  
linens 'n things / the great indoors / fao schwarz / san mar / craftsman

**production artist**

SCHAWK - ULTA COSMETICS monthly catalog  
06/2005 to 01/2006  
+ accountable for design of catalog layout and special brochure production  
+ Involved in concept development for main layouts and color schemes  
+ worked closely with sr. art director through-out all stages  
+ evaluated page layouts at every stage and provide critique, changes and corrections  
+ proofed overall design and corrections before final print-release

**graphic designer**

LA RAZA NEWSPAPER - chicago's #1 newspaper for the hispanic community  
04/2004 to 06/2005  
+ responsible for weekly-news layout and design, in coordination with editorial and sales department  
+ designed and produced b/w, color and spot color ads for clients  
+ designed all corporate, promotional and campaign material for the company and CEO  
+ prepared weekly newspaper template of ad placements according to printer specifications  
+ proofed and approved all pages for final printer-release

**graphic designer**

EL DIA NEWSPAPER  
04/2003 to 04/2004  
+ responsible for production of ads on a tight deadline  
+ accountable for preparation and transfer of pages to press  
+ communicated directly with clients to conceptualize creative solutions for their needs  
+ worked closely with art director on project planning and to improve work flow processes

**assistant art director**

EL VIENTO DE CHICAGO NEWSPAPER  
06/2001 to 04/2003  
+ liable for layout and design of all pages and ads  
+ responsible for executing production designs and ads on a timely basis  
+ coordinated and designed the flow of ads with sales department  
+ corrected and reviewed designer's pages before release  
+ prepared layout and production of color, spot and b/w pages  
+ transferred via-server to printing press

**graphic / web designer**

GRAPHIC ARTS  
11/2000 to 04/2001  
+ design and layout of flyers, logos, business cards etc.  
+ printed vinyl lettering, posters, t-shirts and hats  
+ designed banners, receipts, invitations, signage and all types of printing  
+ aided with the design, layout and function for websites

**web designer**

designed the following websites:  
12/2007 to PRESENT - Alpha Delta Rho At The University of Illinois (current project)  
12/2007 to PRESENT - Nova Forma (current project)  
08/2007 to 08/2008 - AMADASTUDIO.com  
03/2006 to 03/2007 - Omega Delta Phi Fraternity At The University of Illinois  
01/2006 to 01/2007 - Germain and Franks Wedding  
09/2006 to 03/2007 - Roca Lounge  
07/2005 to 07/2007 - Leonel Hernandez (currently re-designing)  
08/2003 to 08/2004 - Tom Morrison (Rock Singer)  
07/2002 to 07/2003 - WRTE 90.5FM Radio Arte Radio Station

**EDUCATION :::::**

The International Academy  
of Design & Technology  
Chicago, IL  
+ BFA - Graphic Design  
& Multimedia Production  
+ AAS - Graphic Design  
+ Honors - Deans's list all four years

**APPLICATIONS :::::**

adobe illustrator  
adobe photoshop  
adobe image ready  
acrobat professional  
quarkXpress  
adobe indesign  
microsoft office  
teambase  
suitcase font management  
font reserve client  
font book  
**WEB APPLICATIONS :::**  
basic html  
dreamweaver  
adobe goLive  
macromedia flash  
fetch ftp  
transmit (ftp program)  
soundedit 16  
peak dv

**OPERATING SYSTEMS :**

mac os9 / mac osx +  
windows xp

**LANGUAGE :::::**

bilingual  
fluent in english & spanish, both  
written and spoken

**REFERENCES :::::**

available upon request