

## HIGHLIGHTS OF QUALIFICATIONS:

- Digital media, web design, email advertising, online banners, CD-ROM's
- Print media, graphic design, packaging, T-shirts, trade-show booths, murals, posters, magazine advertising
- Proficiency in standard industry tools such as HTML, CSS, Adobe Photoshop, Illustrator, Flash, Dreamweaver, Acrobat, Fireworks
- Creative direction
- Branding and style compliance
- Information architecture and interactive media design
- Project planning, administration and management
- Guidance documentation development
- Fully bi-lingual English / Spanish

## PROFESSIONAL EXPERIENCE:

### *Digital Design Production*

- Built templates for the successful Customer Support Portal launch for Illumina.com/support; Including HTML, CSS styles, and integration with existing content management system (through Aquent, Inc.).
- Built templates allowing increased efficiency in production of email advertising for AutoAnything.com, applying best practices for email design and cross-email client compatibility, (through Aquent, Inc.).
- Contributed to web design, production, implementation, testing and deployment, of Sony websites, such as Sony.com/Español, Sony.com/Green, Sonyjobs.com.
- Built and designed original website for OceanGarden.com, and contributed to website maintenance for MexicanShrimp.org.
- Contributed to web production and maintenance for Advisor Events websites, coordinating Web-based information to coincide with print and online advertising for several Advisor Media conferences per year.
- Built and designed the first Advisor online store (AdvisorStore.com) using yahoo's merchant engine and was responsible for its maintenance and enhancements, successfully incorporating online sales.
- Developed data CD's for Advisor Media's educational conferences, using HTML and JavaScript (for Windows based media), and Adobe Acrobat for Hybrid CD's (for Mac and Windows).

### *Creative Direction*

- Contributed to writing and fine-tuning Illumina's web design style guidelines to be used for vendor's reference, (through Aquent, Inc.).
- Provided consulting services for the upcoming re-design of Hamamatsu Cameras' website, creating interactive mockup pages using HTML, and Flash for HamamatsuCameras.com, (through Aquent, Inc.).
- Contributed to branding and compliance for the design of Sony.com/Green as well as production for Sonyjobs.com.
- Managed integration of the look and feel of SonyStyle.com into Sony backstage101 community websites including Sony Frontline and Sony Digital Darkroom, increasing traffic into SonyStyle.com.
- Design guidance, establishing Sony's brand recognition in social community websites such as Facebook, YouTube, Twitter and Google, considering technical and design limitations of each environment.
- Assisted with the launch of Ocean Garden's first website, overseeing every stage of production from storyboarding, information architecture, page design, branding, thus establishing an online presence for Ocean Garden.
- Contributed to re-design and production of various websites for QVDS, providing a new look and feel and accurate product representation online by establishing standards and procedures for graphics and web image creation.

### *Branding and Style Guidance*

- Managed the compliance of style guidelines for the production of various Sony internal and external websites such as: Sony product registration, Sony.com/ElectronicsBlog, VAIO community and VAIO Forum.

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- Reviewed third party websites and provided design suggestions for implementation of Sony branding elements for a homogeneous brand representation in vendor websites' such as CNET, Walmart, Best Buy.
- Developed documentation summarizing Sony's brand guidelines for vendors' reference for online creative, including assets, elements descriptions, as well as instructions and visual examples for use and execution.
- Established a corporate image for Ocean Garden, contributing to design consistency for print and electronic media, successfully increasing product marketing and brand recognition.
- Established procedures and tools for transferring printed magazine articles and graphics to the web, successfully introducing a new product for Advisor Media's online subscribers.

## ***Print Design Production***

- Print media design for brand and consistency, including logos, letterhead and stationery, magazine ads, CD covers, T-Shirts and other marketing materials for Advisor Media.
- Print design for Ocean Garden including trade-show booths, billboards, murals and brochures and product packaging, as well as and print advertising in English and Spanish for various USA and Mexican publications including Chef Magazine, Seafood Business Magazine and others.
- Designed direct mail pieces, marketing collateral and advertising materials for QVDS, including ads for major industry publications such as Décor & Style and San Diego Home & Garden.

## ***Marketing and Project Administration***

- Contributed with close collaboration between Sony vendors, product managers and the design team, to ensure all project requirements were met and that the final product was delivered with accuracy quality and consistency and suggested solutions if needed, to ensure there was a consistent execution.
- Acted as a liaison between Ocean Garden and external vendors ensuring timely delivery, product quality and competitive rates. As well as contributed to enhancing the image library, and standardization of marketing pieces.
- Managed Kelar Corporation's bulk mailers with flyer and postcards design, as well as coordinating with external vendors to ensure timely delivery and budget administration.
- Participated with Kelar's training coordination by managing scheduling and logistics, and providing effective client support.

## **WORK HISTORY:**

Freelance Sr. Designer - <a href="#">Aquent Inc.</a> , San Diego, CA	2010 - 2012
Sr. Web Designer - <a href="#">Sony Electronics, Inc.</a> , San Diego, CA	2006 - 2009
Graphic Designer - <a href="#">Ocean Garden Products, Inc.</a> , San Diego, CA	2004 - 2006
Graphics / Web Designer - <a href="#">QVDS, Inc.</a> , (now owned by Homesublime, LLC), San Diego, CA	2002 - 2003
Web and Multimedia Specialist - <a href="#">Advisor Media, Inc.</a> , San Diego, CA	1998 - 2002
Marketing Administrative Assistant - <a href="#">General Instrument</a> , (now owned by Motorola), San Diego, CA	1997
Marketing Administrative, Sales Assistant - <a href="#">Kelar Corporation</a> , San Diego, CA	1993 - 1997

## **PROFESSIONAL DEVELOPMENT:**

[New Media Center](#) - S.D. Community College Continuing Education, various studies including: Multimedia Certification Program, (600hr Vector Graphics, Digital Imaging, Page Layout, Web Design, Motion Graphics, Interactive Media), Flash Design, Computer training classes, Business, Marketing and Communication studies

[Skill Path Seminars](#) - Printing and Pre-press Essentials, the Conference for Desktop Publishers, Understanding and Using JavaScript

[University of Querétaro](#), México - Foreign Languages and Chemistry studies