

ALEX CRUZ

GRAPHIC ARTIST

161 POINSETTIA AVENUE

MONROVIA, CA, 91016

ALEXCRUZDESIGN.COM

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EDUCATION

BACHELORS OF SCIENCE
MULTIMEDIA DESIGN 2007

MT. SIERRA COLLEGE
MONROVIA, CALIFORNIA

SOFTWARE PROFICIENCY

ADOBE ILLUSTRATOR

ADOBE PHOTOSHOP

ADOBE INDESIGN

ADOBE AFTER EFFECTS

MICROSOFT OFFICE

ADDITIONAL PROFICIENCIES

BILINGUAL: ENGLISH &
SPANISH

EXPERIENCE

SENIOR DESIGNER • DEAN DISTRIBUTORS • COVINA, CA.
JUNE 2010 - NOVEMBER 2010

Designed packaging for one of southern California's largest food distributors. The design update needed to conform to a fresh but uniform look across the entire product line. Prepared presentations for the marketing board applying suggested edits to strengthen the brand identity.

SENIOR DESIGNER • RLR ADVERTISING • PASADENA, CA.
MARCH 2008 - JULY 2008

Worked as the lead designer on Jack Daniel's Ready to Eat Meats® entry into the food market. Conceptualized and created art used in packaging, point of sale displays, containers, decals and promotional products that maintained Jack Daniel's strong sense of brand and identity. Created sales marketing materials to aid vendors in organizing implementing, tracking and selling product to prospective buyers.

CREATIVE DIRECTOR • JOE BARTER • COVINA, CA.
SEPTEMBER 2009 - OCTOBER 2010

Head coordinator and designer for the Joe Jobs Expo in Industry, California; an event attended by over 2,000 job seekers. Designed in-paper advertisements, signage, banners, marquees and press backdrops for the event. Interfaced with sponsors, vendors and exhibitors to network job seekers and promoters in an efficient manner.

Led marketing campaigns to boost subscriptions for top newspapers in San Gabriel Valley. Executed design presentation from concept to completion. Directed, managed and collaborated with junior designers to enhance skills/distribute assignments. Introduced pipelines to speed up /ease production workload. Secured likely clients for potential projects and partnership. Juggled multiple projects that were solo/team based. Developed designs that included print ads, logos, web ready graphics, clothing, CD packaging, photo retouching and compositing. Implemented and conducted instructional guidance for difficult assignments for co-workers under my lead.

PRODUCTION ARTIST • PRO PRINTING • IRWINDALE, CA.
APRIL 2008 - AUGUST 2009

Interfaced with clients to design and print jobs maintaining consistent pre-press preparation. Created an effective file system hierarchy for ease of use in navigating past projects and project assets.

PRODUCTION ARTIST • LAWSON CREATIVE • ARCADIA, CA.
JULY 2007 - MARCH 2008

Worked in a team environment to achieve clients approval on bridal albums. Aided with production work that included preparing digital files for print processing. Reorganized documents and projects for ease of future use. Set up a clean and efficient work environment.

ORDER PULLER/SHIPPER • THERAPAK CORPORATION • IRWINDALE, CA.
MARCH 2004 - JUNE 2007

Dealt directly with client orders and shipment, eased work flow and established returning clientele.