

Victor Suarez

Graphic Designer

22436 Canal Circle
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Graphic Design • Corporate Branding • Marketing

Graphic Design professional experienced working in a fast-paced, multi cultural, and creative environment. Detail oriented with strong interpersonal skills. Requires little to no supervision.

CORE QUALIFICATIONS

- Creative and innovative
- Conceptual problem solver
- Communication skills
- Excellent time management
- Marketing techniques
- Strong ability to multitask
- Team Player/Independent
- Self-motivated
- Budgeting
- Adaptable
- Psychology of Design
- Design Concepts

EDUCATION

- Bachelor of Arts, Graphic Design, California State University, San Bernardino, 2006

PROFESSIONAL EXPERIENCE

Your Silent Outburst: Brand Marketing & Design

Graphic Designer, Owner, 2003-Present

- Provide optimal customer service to clientele
- Implement visual solutions to clientele's problems through collaborative effort
- Ability to work with limited resources to produce excellent project outcomes
- Analyze and evaluate workflow to complete project within given time frame
- Development of detailed design brief for parties' acknowledgement and understanding of expectations
- Work with ventors to ensure quality product is of desired standard for project

Selected Accomplishments:

Design showcased in full spread in Inland Empire Magazine

Design used for billboard display on major highway for a national health awareness campaign

Local hospital selected design of direct mailer campaign for international use

Enhanced web layout and content for local non-profit thus increasing visibility and interest

TSE Worldwide Press/United Yearbook, Rancho Cucamonga, CA

Marketing and Graphic Design Manager, 2014-Present

- Oversee design, development and production of all creative materials used to market & brand dual company
- Creation and execution of social media content graphics
- Digital Marketing: applying knowledge of digital communication tools, marketing strategies and tactics to influence online consumer behavior
- Assess online analytics and measurements to track campaign performance
- Articulate best practices and future trends

Selected Accomplishments:

Enhanced and strengthen the coporate brand for both companies thus boosting marketing efforts

Developed and produced commercial promo video clip showcasing range of products & services

Contribution to coporate Brand Guidelines and Procedures

Assisted in the design of new product features not available in yearbook industry

Inland Empire Community Newspapers, San Bernardino, CA

Graphic Designer for Advertising & Sales Dept., 2013-2014

Account Executive, Fictitious Business Name for San Bernardino and San Diego Counties, 2013-2014

- Cultivate new leads for Fictitious Business Publication
- Typeset Fictitious Business information for publication in newspaper
- Create, manage and deliver Proofs of Publications to county clerks for process
- Follow up with potential and current clients to close sales (process payments)
- Responsible for newspaper layout for FBN Section and Entertainment News Section
- Design artwork for advertising/marketing collateral pieces.
- Assimilate materials for information from client, designs basic concepts and presents to client.
- Adhere to established project management procedures: file maintenance, workflow & time tracking

The Home of Neighborly Service of San Bernardino, San Bernardino, CA

Executive Director, 2010-2012

- Provided leadership in developing programs, organizational and financial plans with the Board of Directors and staff, and carried out plans and policies authorized by the board
- Maintained official records and documents; ensured compliance with federal, state and local regulations
- Ensured that adequate funds, through grant writing, sponsorship and fundraising, were available to permit the organization to carry out its mission
- Supervised 1 full time Office Administrator and 8 part time employees

Program Director, 2010

- Responsible for implementation, management, supervision and evaluation of all activities of the program.
- Analyzed trends in the program, identifying issues and developing and recommending solutions to Board
- Responsible for the expansion of the programs forming partnerships where appropriate

Selected Accomplishments:

Significantly reduced expenses compared to previous fiscal years by 50%

Developed branding and marketing techniques to captivate new sponsors and donors

Successfully secured grants and partnerships

Visual Resource Center – Art Department, California State University, San Bernardino

Robert V. Fullerton Art Museum, California State University, San Bernardino

Graphic Designer and Assistant to Visual Resource Specialist, 2004-2007

- Provided assistance in the acquisition, processing, and cataloging of analog & digital image to support a diverse curriculum & multi-level users
- Researched authority verification & identification required for cataloging new images through on-line catalogue and in-house databases
- Web work and digital image processing, such as scanning and manipulating digital images
- Promoted a variety of museum projects and exhibitions through direct mailers
- Redesigned didactic panels and labels for museum's permanent collection
- Participated in decision-making with museum's professionals in regards to design

Selected Accomplishments:

Developed marketing design techniques to increase awareness of Visual Resource Center

Contributed to the development of an online image database in collaboration with other universities and institutes, now known as the Oxford Art Online project

Developed and designed graphics themes appropriate for information delivery in galleries and exhibits, and promotional uses within the university and the surrounding communities

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VOLUNTEER ACTIVITIES (Pro-Bono Graphic Designer)

- American Heart Association, Inland Empire
- Go Red for Women, Inland Empire
- Heart Walk, Inland Empire
- Team Unforgettable, Colton Relay for Life, American Cancer Society
- Loma Linda University, Children Hospital (NICU Dept.)
- Inland Empire Future Leaders (IEFL) Program

HONORS, PROFESSIONAL AFFILIATIONS, AND MEMBERSHIP

- Citizen of Achievement Award, League of Women Voters of San Bernardino, 2012
- Assembly member Wilmer Amina Carter 30 under 30 Recipient, 2011

SKILLS: SOFTWARE/PROGRAMS AND LANGUAGE

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects, Adobe Acrobat Professional), QuarkExpress, FlexiSign, Dreamweaver, Freehand.
Apple Creativity Apps, formerly known as iLife. Microsoft Word, Excel, PowerPoint, Publisher.
Basic knowledge of HTML and CSS. Capable of executing design projects in both formats, Mac and PC.
- Fluent in English and Spanish

REFERENCES

ROBERT ARMENTA, JR. | Vice-president Of Public Affairs
Planned Parenthood of Orange & San Bernardino Counties
225 West Hospitality Lane, Suite 212, San Bernardino, CA 92408
P: 714.633.6373 x 815 | C: 909.936.0776

LAURA KIRK | Operation Manager
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GLORIA MACIAS HARRISON | College Trustee
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