

education

UTEP 1998 to 2003

Bachelor of Arts,
Double Major, Graphic Design
and Advertising.
Magna Cum Laude with a
G.P.A. of 3.84.

Special Studies 1997 to 1998

Classical 2D and 3D Computer
Animation Course, UACJ,
Cd. Juárez, México.

objective

Acquire a position where
I can apply my graphic design
and advertising skills and
contribute my best to the
success of the company.

personal attributes

Fluent in English and
Spanish. Have good verbal
communication skills. Excellent
learning skills. Able to plan,
organize and supervise special
projects. Able to multi-task and
work under time pressure.

other skills

Adobe: Illustrator, Photoshop,
InDesign+DPS, After Effects,
Premiere

Microsoft: PowerPoint,

Apple: Keynote, Pages

Other: Prezi

memberships

Member of the UTEP Honors
Program since Fall 1998, the
UTEP Student Advertising
Federation Club since January
2002 and the Alpha Chi
National Honor Society since
November 2002

work experience

Sr. Art Director – Dieste – Dec 07 to date

- TV spots** Worked in the development of original TV spots for Cricket Wireless, Taco Bell, Pizza Hut and TXU Energy. Being involved from the generation of ideas to the art direction throughout the production process. Worked on Hispanic adaptations of general market spots for brands like Gillette, Head & Shoulders, Chili's, Leap Frog and GE. The range goes from original TV commercials, language adaptations and low budget TV spots and web videos.
- campaign** Developed retail campaigns for Cricket Wireless with TV, digital and social components. Worked on an integrated campaign for the Taco Bell Foundation that included TV, POP materials and a sweepstakes promotion, digital banners and microsite along with a facebook component. Smaller campaigns for Gillette would include digital banners along with print ad and advertorials for the Gillette Styler and the Hispanic Heritage Month NFL program
- bellow the line** Developed promotion materials for brands like Heineken, Tecate, Indio, 7-11, AT&T, Jose Cuervo, FritoLay and Sun Detergent that included POS materials along with digital components.
- digital + social** Worked on digital materials for Cricket Wireless, Nissan, Head & Shoulders, Gillette, AT&T, and Goya that included standard banners and microsities, sponsored website takeovers as well as facebook and mobile apps.
- special projects** Participated in many internal special projects like art directing a Dieste-published book on the Hispanic Market. Developed logos for the Taco Bell Foundation for Teens, a Schering-Plough educational program as well as conferences for the AHAA and P&G. Worked in the presentation of the agency entry to win Advertising Age multicultural Agency of the Year 2008 as well as many other video and interactive presentations for new business pitches and competitions.

Sr. Designer – ADC Global Creativity – Mar 04 to Dec 07

- corporate identity** Developed logos ranging from multi-national companies like Grupo Marhnos and Pollo Campero to local entities like the Dallas Humane Society. Developed full corporate identity manuals for companies like Grupo Marhnos and Pollo Campero, and core brand manuals for Bimbo Bakeries USA, Entenmann's and Mrs. Baird's.
- packaging** Developed package designs including Oroweat's line of organic breads, a botanical product for Remington Health, Pilgrim's Pride International Flavors rotisserie chicken line and a yogurt line for Alpura in Mexico. Developed other packaging proposals for brands in Mexico and the US including Coca-Cola, Tia Rosa, BIMBO, Marinela, Alpura, Oroweat, Remington Health, and packages for snacks and household products sold through Central America for Dinant corporation.
- print** Developed multiple printed materials for the Nasher Sculpture Center and BIMBO bakeries in Mexico
- special projects** Developed several competitive analysis presentations as well as brand impact and segmentation studies. Experience in supervising and training a junior designer and coordinating teamwork on several major design presentations.

awards

40th Creativity International Award

Platinum - Public Service TV, Taco Bell Foundation (2009)

Ad Age Hispanic Creative Advertising Award

Silver – Beyond Hispanic, Taco Bell Foundation (2009)

Addy Awards – Dallas

Bronze, Taco Bell foundation (2010)

Bronze, "Wedding" (2009)

Addy Awards – El Paso

Gold – Ad Club Self Promotion (2004)

Silver – Logo, (2004)

Bronze – Newspaper fractional page B/W (2003)

American Graphic Design annual

Print campaign for The Nasher Sculpture Center (2007)

National ACUI "Steal this Idea" competition

1st place - print advertisement (2002)

1st place - brochure, 3rd place - logo/brand identity (2002)

Texas Intercollegiate Press Association (TIPA)

2nd place Ad series (2003)

HM Literary Magazine cover design (2003)

2nd place - Ad series (2002)

2003 Vance Stickell Award Winner

Selected as the most outstanding member of the UTEP student chapter of the Advertising Federation and as one of only nine American Advertising Federation students in the United States.

Houston Endowment Award,

One of the most prestigious scholarships awarded at UTEP for \$5,500/yr (2003)

Academic Achievement Award

from the Art Department and Communications (Advertising) Department.