

israel Reza (GRAPHIC DESIGNER)

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SUMMARY OF QUALIFICATIONS

Fluent in Spanish | Team player | Ability to work under pressure | Clean and clear aesthetics | Knowledgeable in HTML and CSS | Adobe InDesign, Illustrator, Photoshop, Lightroom, Premiere Pro and Creative Cloud | Final Cut Pro | Microsoft Word and PowerPoint | WordPress | Digital and Mobile photographer

EDUCATION

2001–2005 **American Academy of Art, Chicago, IL**
Bachelor of Fine Arts (BFA)

WORK EXPERIENCE

- 2021–Present **Lead Graphic Designer, CM Services Inc, Glen Ellyn, IL**
- Provide art direction and design solutions for multiple client accounts
 - Develop creative campaigns and concepts, including branding and marketing collateral in order to meet business needs
 - Effectively optimize company social media accounts to increase client visibility and brand awareness
 - Work closely with sales and marketing team, editors and clients to develop brand identity
 - Manage print production process and ensure print material is up to quality industry standards
- 2012–2015 **Graphic Designer, Hugel Advertising Inc, Oak Park, IL**
- Collaborated closely with sales and marketing team to develop creative material
 - Prepared files for print and digital production
 - Provided design direction and updated website as needed
 - Conceptualized and delivered designs for weekly newsletters
 - Managed social media and incorporated fine art illustrations, photography and other visual content
- 2012–2015 **Graphic Designer, EXTRA Community Newspaper, Chicago, IL**
- Stepped in as acting Production Manager in several occasions to lead team creatives and managing the production process
 - Prepared newspaper layout for publication
 - Worked with external content creators: writers, artists, publicists
 - Included my photography as print collateral, as well as collected and edited photography from other sources
- 2014–2015 **Graphic Designer, Havas Worldwide, Chicago, IL**
- Prepared layered comps for client social media
 - Collaborated with creative departments and preserved client's schedule
 - Provided QC checks, copy editing and prepared files for release
- 2010–2012 **Freelance Creative Director, Complete Concepts Consulting, Chicago, IL**
- Created art concepts, visual elements and designs for marketing purposes
 - Incorporated my photography into company's advertisement campaign
 - Quality checked all logos and visual content in order to present a quality brand
- 2008–2012 **Graphic & Web Designer, Consulate General of Mexico, Chicago, IL**
- Created all design material and concepts for Mexico 2010 event
 - Developed branding for event programs and site design (www.mexico2010inchicago.com)
 - Captured high-quality photography for the Cultural Department