

résumé

Alberto Juárez • 1828 Jack Nicklaus • El Paso, Texas 79935 • (915) 588-6822 • email: AJuarez764@aol.com

Employment experience:

PDX Printing/El Paso Inc. • May 2013-Present Graphic Designer

Responsible for designing and pre press setup for various marketing materials for clients - posters, brochures, newspapers, books, booklets and high school programs. Also I was responsible for printing and trouble files for production that included digital printing and web press. I assisted in cutting, folding, inserting flyers and delivering projects to clients.

El Paso Western Eagles Pathfinders • August 2009-Present Communications Director

Communications Director for the Seventh-Day Adventist pathfinder club. Responsible for maintaining social media site, shooting video for in house events and shooting photos of weekly activities. Instructor for year book club, art classes, video, photography and knots. Other duties including directing community projects and student counseling.

El Paso Times/Marketing Development Department • May 2005-April 2012 Art Director

Art Director of El Paso Times Marketing department for all promotional marketing material. Responsible for creating in house marketing material-campaigns, sale sheets, direct mail, promotional sale kits, identity ads, displays cards and POP's. Worked and met with all managers per departments to met their marketing and advertising needs for all TNP properties newspapers (Las Cruces, Alamogordo, Ruidoso, Carlsbad, Silver City, Deming, Farmington). Other promotional material included digital design for online, social media and troubling shooting projects for pre press and social media department.

Manager/supervisor for 5 market development senior designers. Responsible for disturbing all projects to each designer and supervising all their creative work flow through production met department deadlines. Also assisted in marketing of the following company events: Bridal & Quinceanera, Big Boys Toys and Healthy Living.

Other duties included training new account representatives on submitted new client work projects, assisted reps in handling problematic issues with clients, gave guide tours of plant facilities, video editing for small in-house promos and public relations representative for the company mascot "Readly" the Literacy Dog.

Juarez Design • February 2000-Present - Owner of Juarez Designs

Creative director and developer of promotional marketing materials for various clients in the El Paso area. Projects ranging from branding, magazines, website ads, book cover to brochures. Consulted with clients on various marketing material and at the same time keeping in with client advertising budget. Those marketing concepts included campaigns, corporate identity, research development, social media and some public relations. Also managed and design for several social media sites, Facebook, Instagram and Twitter.

Also manage production schedules for pre-press designs/printing and quote out projects to various print companies. Maintained all software upgrades including hardware upgrades and installations.

Seventh-Day Adventist Texico Conference • May 2001-April 2006 Marketing Assistant and Public Relations Representative

Responsible for marketing and promoting of the conference youth events throughout the New Mexico and West Texas area. Part of promoting included video recording of all events in the conference area and editing them for DVD presentation. Also other duties included motivated speaking, counseling young people and developing social activities.

Rockett Advertising, Inc. • 2000-2005 Graphic Designer

Graphic designer for projects ranging from black & white to full color catalogs, corporate identity, book covers, direct mail and brochures. Met with creative director to insure all objectives (photography, printing, copy editing, etc.) of project were met within client's advertising budget. Other responsibilities included preparing files for offset printing and web design work. Specialized in point of purchase displays in designing and assembling.

EPAJA Alumni Association • September 2011 - Present Vice President/Marketing Director/Member Board of Directors

1801 McRae • El Paso, Texas 79925

Co-founder of a selective group of past alumni of El Paso Adventist Junior Academy. Responsible for marketing all events throughout the city via print, online, video and social media. Other responsibilities include public relations, developing budgets and shooting photos. Main goal was to raise funds for the school and raised over \$5,000 in the first year.

instructor experience:

Graphic Design Instructor • University Texas at El Paso • September 1999 - Present
7600 Hawthorne Ave • El Paso, Texas 79902

Instructor for a mass communications entry level graphics course(s). Training of Adobe software products - Adobe Illustrator and Adobe Photoshop and Apple computers. Present 4 lectures a year on client services, corporate branding, creative solutions and pre-press trouble shooting.

Computer Design/Art Director Instructor • Creative Kids, Inc. • January 2004 - August 2004
806 Montana • El Paso, Texas 79902

Instructor for a art center youth non-profit program. Taught basic design in Adobe Illustrator, Photoshop and Indesign. Also manage several design projects for non-profit organization within the center.

education:

University of Texas of El Paso • Bachelor of Fine Arts 1988 • Advertising/Graphic design

software:

Illustrator, Quark XPress, Photoshop, Indesign, Microsoft Office, iMovie, Final Cut Pro and other misc. software

references:

Steven Lama-UTEP Professor
University Texas of El Paso • 500 W. University Ave. • El Paso, Texas 79968 • 915.526.6205

Robin Montoya-Area Vice President
Healogics • Phoenix, Arizona • 915.494.8232

Cynthia Horton-President
Shift To Grow Company • 3531 Jefferson • El Paso, Texas 79930 • 915.241.2724

Marty Snortum-Photographer
Marty Snortum Photography • 2905 Pershing • El Paso, Texas 79903 • 915.562.1114

Ruben Ramirez-Photo Editor
El Paso Times • 500 West Overland Avenue #150, El Paso, TX 79901 • 915.546.6173

Manny Cruz-Director-Youth Ministries Director
Arizona Conference of Seventh-Day Adventists • 13405 North Scottsdale Road, Scottsdale, AZ 85254
mannycruz@azconference.org • 480.991.6777

portfolio:

Available on request