

Victor Alvarez

Senior Graphic/Web Designer (Hybrid Designer)

design@victoralvarez.com | www.victoralvarez.com | www.linkedin.com/in/victoralvarezdesign

📞 678.938.7871

Summary

Award-Winning Designer with extensive experience in both print and web design. Expert in developing brand and corporate identities, web sites, advertisements, sales collateral for clients in healthcare, technology, manufacturing, professional services, B2B, financial services, and entertainment. High premium on creative delivery while staying at the leading edge of new technologies and media.

Specialties

Branding and identity, logos, website design and development, html email design and development, web banners, landing pages, datasheets, white papers, advertisements, e-blasts, brochures, pocket folders, sales collateral, B2B, public relations, PowerPoint presentations, trade-show booths, pull up banners, flash animation, package design, CD covers.

Experience

Creative Director at OpenSpan

September 2012 – April 2016

Responsible for corporate brand with User Process Improvement Software company, leading the design, production and development of all visual marketing communication across the Web, in marketing automation campaigns and other direct marketing, through print collateral and sales support, and at marketing events.

Senior Graphic/Web Designer at Freelance

July 2011 - Present

- Work with agencies and direct clients to build advertising and public relations materials
- Create web and print design vehicles including brochures, print ads, corporate presentations, PowerPoint presentations
- Liaise directly with Creative and Art Directors, and Account Executives

Interactive Designer at CareerBuilder (Contract)

December 2011 - April 2012

- Designed new interactive elements for user-interface on website
- Worked alongside developers and user-experience manager
- Created website style guides for enterprise-wide use
- Assisted with redesign and improvement of job-seeker site
- Screened and interviewed new talent for contract work

Senior Designer/Web Specialist at Dodge Communications

February 2007 - July 2011

- In-house designer with Roswell-based healthcare marketing and public relations firm
- Designed identity, logos, brochures, pocket folders, sales collateral, B2B, public relations, PowerPoint presentations, trade show booths, package design, trade-show booths
- Designed and developed website, flash animation, web banners, landing pages, advertisements, e-blasts
- Liaise directly with Creative Director, Account Directors and Account Managers and Printers
- Management of workflow to temporary designer

Senior Graphic Designer at The Alisias Group

September 2005 - September 2006

- In-house designer with mid-sized Atlanta-based public relations firm
- Designed and produced marketing collateral, catalogues, brochures, print ads, corporate presentations, logos
- Web design and interactive graphic design
- Liaised directly with Art Director and Account Executives

Senior Graphic/Web Designer at Freelance

July 2002 - August 2005

- Created marketing and advertising campaigns from brief to completion for diverse clientele in financial services, manufacturing, gaming, and government services
- Designed and produced magazine ads, corporate logos, collateral material, brochures, company profiles
- Designed company Websites, and banner ads for Web
- Liaised directly with Clients to receive creative brief, managed brainstorming and client response

Experience (cont'd)

Graphic Designer at Langston Roach Industries - September 2001 - May 2002

Graphic Designer at Hernandez/Foote, Cone and Belding - March 2001 - July 2001

Graphic Designer at Publicgraphics - August 2000 - December 2000

Skills

- Adobe Creative Suite (Expert, 13 years experience)
- HTML + CSS (Advanced, 8 years experience)
- HTML/XML (Advanced, 8 years experience)
- HTML Email Development (Advanced 5 years experience)
- PHP (Beginner, 4 year experience)
- Coda (Intermediate, 5 years experience)
- jQuery (Intermediate, 5 years experience)
- Microsoft Office (Advanced, 11 years experience)
- Bilingual (Expert, 15+ years experience)

Education and Training

Emory University Center for Lifelong Learning

Certificates, Interactive Design Courses, 2007 - 2011

PHP, Dynamic Web Content: Blogs, Wikis and more, Cascading Style Sheets (CSS), and Flash (Intermediate - Actionscript)

Atlanta College of Art

Certificate, Art Direction, 2004 - 2004

Art Institute of Atlanta

Certificates, Graphic and Web Design, 2003 - 2003

Web Design, Macromedia Dreamweaver, Adobe InDesign

Printing Association of Florida

Certificate, Design, 2002 - 2002

Adobe Photoshop

Centro Instituto de Diseño Grafico (CIDIG)

Bachelor of Arts, Graphic Design, 1997 - 2000

Honors and Awards

With Dodge Communications:

- **2011 Hermes Award** – Gold for outstanding design and production, corporate Web site Overall – MRO
- **2011 Hermes Award** – Gold for outstanding microsite design – MPV
- **2010 Hermes Award** – Gold for outstanding Brochure Design (co-designer) – Henry Schein
- **2009 Communicator Award** – Distinction for Rowasa Kit Pre-Launch – Alaven
- **2008 Davey Award** – Silver for outstanding creative design, banner advertisement – MRO
- **2008 Davey Award** – Silver for outstanding creative design, direct mail campaign - Rubbermaid Medical
- **2007 Davey Award** – Silver for outstanding creative design, 3-part mailer - Ingenix (formerly LighthouseMD)
- **2007 eHealthcare Leadership** – Website redesign - MPV