Victor Alvarez

Senior Graphic/Digital 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 digital design. Expert in creating and managing brand and corporate identities, web sites, HTML emails, advertisements, sales collateral for corporations in healthcare, technology, manufacturing, professional services, B2B, financial services, and entertainment. High level creative collaboration with marketing executives, with focus on interface between technology and brand expressions.

Specialties

Branding and identity, logos, website design and development, UI/UX design, 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

Senior Web Designer at Ashworth College
April 2018 - Present

Collaboration with in-house web team and higher education in-house marketing department, toward the design, development, creation and maintenance of responsive web sites, landing pages, banner ads and emails. Envisioning and strategizing of campaign components across media and deployment of university messaging. On-going maintenance and updating of web collateral material, encompassing project management of web sites, blogs, email and ad banner marketing campaign design from conceptualization to execution, including time and budget management, debugging and fixing cross browser display issues with HTML5 & CSS3 codes.

Senior Graphic/Web Designer at Freelance
July 2011 - Present

- Work with agencies and direct clients to design and develop advertising and public relations materials
- Create web and print design vehicles including brochures, print ads, corporate presentations, PowerPoint presentations
- Liaise directly with corporate executives and directors

Senior Digital Designer at Worldpay
August 2017 – March 2018

Strategic and creative conceptualization, development and execution of design deliverables across diverse media channels for global financial technology company. Collaboration within team responsible for visual communication, deploying innovative customer experiences through print, web and responsive design toward creation of brand-inspired campaigns.

Digital Designer at Worldpay
July 2016 – July 2017

Creative collaboration, development and execution of design deliverables across diverse media channels for global FinTech company, as a member of the team responsible for visual communication. Deploy innovative customer experiences through print, web and responsive design toward creation of diverse interactive media.

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.

Interactive Designer at CareerBuilder (Contract)
December 2011 - April 2012

- Designed new UI elements and worked alongside developers and UX 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
- Designed publicity, identity and brand collateral material for B2B clients, including package design and trade show booths.
- Designed and developed website, flash animation, web banners, landing pages, advertisements, e-blasts
- Management of workflow to temporary designer

Other Work Experience
Senior Graphic Designer at The Alisias Group - September 2005 - September 2006
Senior Graphic/Web Designer at Freelance - July 2002 - August 2005
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 and Experience

- Adobe CC, Microsoft Office, Sketch, Invision, Brackets, Coda, Bootstrap, Joomla, Wordpress, IBM Marketing Cloud (formerly Silverpop), Infusionsoft, Marketo, Pardot, MailChimp, Constant Contact, and Salesfusion
- HTML5 & CSS3
- HTML Email Design and Development
- PHP and jQuery
- Bilingual English-Spanish

Education and Training

An Event Apart - Boston
2017 Web Design & UX Conference

MarcomCentral - San Diego
2017 User Conference

Emory University Center for Lifelong Learning
Certificates, Interactive Design Courses, 2007 - 2011
PHP, Dynamic Web Content, CSS and Flash

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