

Gustavo Torres

gustavot3@gmail.com
+209.261.0613

1475 Redwood Avenue
Atwater, CA 95301

Portfolio
gtorres.net

SUMMARY

Experienced Graphic Designer with 15+ years of experience in the field of design, handling various projects ranging from print publications, infographics, direct mail pieces, website design, and more. Equipped with the ability to design within a company's brand guidelines and establish brand consistency across multiple projects, working closely with vendors to ensure the quality of printed materials. Passionate about working in the creative industry and using my skills to solve communication problems.

SKILLS

+ Proficient using Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Acrobat Pro
+ Knowledge in web layout with some understanding of HTML and CSS
+ Literate in both PC and Mac Systems
+ Strong artistic and organizational skills
+ Creative and detail oriented
+ Proficient in using Microsoft Word, Microsoft PowerPoint, and Microsoft Excel
+ Experience using Foleon (online platform for creating and publishing interactive content experiences)
+ Fluent in English and Spanish

WORK EXPERIENCE

9/16 - Present • University of California, Merced • Merced, CA

Job Title: Sr. Artist for Communications and Marketing for Enrollment Management

Under the supervision of the Director of Marketing, I am responsible for creating printed materials to help support the different offices within Student Affairs. Most of my projects come from the Office of Admissions. I create marketing materials that aid the admission officers in the recruitment of students and to promote UC Merced to the community. While working at UC Merced, I have created various pieces ranging from simple flyers to more complex jobs such as our university viewbooks, school brochures and our admit packet. I am also responsible for reviewing print proofs and doing press checks working closely with our vendors to ensure the quality of our publications. While in my current position, I have been working more with digital design creating multiple email templates for various offices and multiple interactive online publications using the Foleon platform as well as PowerPoint presentations.



Gustavo Torres

gustavot3@gmail.com
+209.261.0613

1475 Redwood Avenue
Atwater, CA 95301

Portfolio
gtorres.net

WORK EXPERIENCE (cont'd)

11/14 - 8/16 • California Health Sciences University (CHSU) • Clovis, CA
Job Title: In-House Graphic Designer

During my time as the in-house graphic designer, I helped build and developed the brand for CHSU, from the selection of colors and fonts to the creation of guidelines for the brand. I was also responsible for the layout of various materials both printed and online to help in the recruitment of students, as well as to promote CHSU. I also designed any documents or forms related to the University in order to maintain brand consistency. I managed and maintained CHSU's website using WordPress with some HTML and CSS, and created email templates that were used for both internal communications and external communications to prospective students.

5/06 - 10/14 • Granville Homes • Fresno, CA
Job Title: In-House Graphic Designer

While working at Granville Homes, I was responsible for helping in the layout of various marketing materials ranging from printed ads, direct mail pieces, brochures, flyers, online banner ads and billboards in order to promote and bring potential customers to the sales offices. I also assisted in the design of web layouts and helped with various social media campaigns while conforming to overall branding guidelines.

1/08 - 12/13 • Freelance Work • Atwater, CA
Job Title: Graphic Designer

In the past I have worked on various side projects helping clients in the layout and design for their marketing needs. Projects ranged from logo design, marketing materials and various printed invitations for events.

EDUCATION

+ Bachelor of Arts in Graphic Design, California State University, Fresno | May 2006
+ GE, Merced Community College, Merced | May 2002
+ High School Diploma, Golden Valley High School, Merced | May 1999

REFERENCES UPON REQUEST