

# Victor Alvarez

Senior Graphic/Digital Designer (Hybrid Designer)

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## Summary

Award-Winning Designer with extensive experience in both print and digital design. Expert in creating and managing brand and corporate identities, web sites, 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 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

## Senior Graphic Designer at The Alisias Group

September 2005 - September 2006

- Designed and produced marketing collateral, catalogues, brochures, print ads, corporate presentations, logos
- Web design and interactive graphic design

## 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, websites, and banner ads

## Other Work Experience

**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 Experience

- **Adobe CC** (Expert, 14 years)
- **HTML + CSS** (Advanced, 9 years)
- **HTML Email Development** (Advanced 7 years)
- **PHP** (Beginner, 4 year)
- **Coda** (Intermediate, 5 years)
- **jQuery** (Intermediate, 5 years)
- **Microsoft Office** (Advanced, 12 years)
- **Marketo and Pardot** (Intermediate, 4 years)
- **MailChimp, Constant Contact and Salesfusion** (Intermediate, 3 years)
- **Bootstrap** (Intermediate, 2 years)
- **Bilingual English-Spanish** (Expert, 16+ years)

## 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