

Cruz Rodríguez

Web & Graphic Designer

778.8654.244 | cruz@shaw.ca | 905-939 EXPO BLVD | Vancouver, BC. | www.icruz.ca

PROFILE

Web & Graphic Designer with over 5 years of experience. Creative Designer and Interface Design Developer, a good team player with Web programmers. Problem Solver. Works well under pressure, either independently or as a team member. Excellent addition to any multicultural environment with the ability to communicate in English and Spanish.

SKILLS

Multitasking, enthusiastic, congenial, initiating new ideas. Knowledge in programming and extensive Audio, Print and Video edition Design programs [MAC&PC]:

CSS, XHTML, AS3, PHP, JavaScript, CMS.

Adobe Creative Suite CS5, Illustrator, Photoshop, InDesign, Dreamweaver, Acrobat Pro, Flash.

Corel Draw. After effects CS5, Motion, Final Cut 2, Pro Tools, Vegas, Adobe Premier, Compressor, Live Type plus a diversity of essential software and scanning programs.

PHILOSOPHY

"Everything is possible"

INDUSTRY EXPERIENCE

Web Designer, Vancouver BC. 2009 / 2012

English Bay Office Management Ltd. [Bingo.com]

Interpreting promotional concepts into online

Advertisements, print and email newsletters

Developing web promotions

Designing and updating web pages

Ensuring consistent brand message

through all media channels

Collaborating with Design and Marketing team to develop marketing campaigns

Web & Graphic Designer, Vancouver BC. 2011/2012

Solid Rosewood Furniture

Redesign Logo concept

Designing ads for Georgia straight.

Retouching product pictures for final print

Updating web site to Joomla base

Designing big scale banners

Developing print promotions

Web & Graphic Designer Freelance, Vancouver BC. 2006/2012

Designing logos

Retouching Pictures

Building websites

Social Network Connecting

Search Engine Optimization

Web Designer, Vancouver BC. 2011

Volunteer for Mexican Consulate in Vancouver

Designing web site on Wordpress

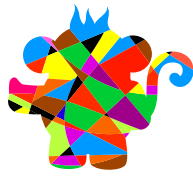
Integration of social network

Web Administration

Social Network Administrator (twitter and Facebook)

Photographer for Facebook network

INDUSTRY EXPERIENCE continue



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EDUCATION

**New Media Design & Web Development
Senior Certificate 2008**
British Columbia Institute of Technology
Vancouver, BC Canada

Course Adobe Illustrator CS2 2006
Emily Carr Institute of Art + Design

Bachelor's degree of Communication and Advertising 2005
Centre for Technology Studies Hispano Mexicano
Veracruz, México.

Computer Systems and Graphic Design Diploma 2001
Professional Computer Center Of The Gulf, Mexico.

Photography Diploma 1999
Culture Institute of Veracruz (IVEC), México.

Oil Painting Diploma 1998
Cultural center of ISSSTE, México

INDUSTRY EXPERIENCE

Web & Graphic Designer, Vancouver BC. 2008

Asian Society for the Intervention of AIDS

Web Designer

Re design

Information architecture

PHP, CSS and Flash Development

Interface design

Web & Graphic Designer, Vancouver BC. 2008/2009

Mexico Arte, Store

Web Designer and Graphic designer

Creation of ecommerce

CSS, flash and PHP, Database.

Graphic Designer, Vancouver BC. 2005/2006

Fierce Magazine, Vancouver, BC

Graphic Designer

Editorial design

Concept and design of the magazine.

Selection of the new colors and new visual concept.

Graphic Designer, Mexico. 2000/2005

High School "ESTI 123" (government school)

Person in charge of all the image and visual communication.

Design diplomas, certificates, and stationery of the institute.

Design and created covers of movies and events of the school.

Participated in multiple school activities.

Graphic Design, Veracruz, Mex. 1999/2005

Freelance

Brochures, posters, diplomas, business cards, log.

Designed and created a Corporate Image, Promotional flyers, Catalogs, Print advertisements etc.

Edited video, transference of VHS to DVD format.

Book covers, magazines, DVD, Compact Discs.

Creation and editing of ads.

Produced multiple projects as Graphic Design.