

■ ivan aguilar - graphic designer

1203 slumber pass / san antonio, tx 78260 / 210.216.2397 / aguilarvisual.com

■ objective

Seeking brain-swelling challenges in a creative environment, get all jacked on caffeine, and repeat it over and over until it's right. Build it, break it, build it again, break it again, craft it, mold it, shoot it, draw it, publish it ... and make the director happy.

■ experience

NewTek, San Antonio, TX—august 2011 ~ current

graphic artist

- key visual specialist on branding and for out-of-the-box experience for consumer products
- visualize and conceptualize projects geared around product-specific to convention-specific marketing collateral and advertising
- produce compelling display marketing design and/or strategize customer-centric needs on newtek products
- spec out specific job-related projects with service bureaus and print shops and oversee final production and/or fulfillment
- design front end web-related projects, wire frames and final content/extension editing on Joomla! CMS
- primary packaging designer from prosumer video products to high end
- primary product marketing designer for company catalog
- visual head for photoshoots and concept presentation

SA Convention & Visitors Bureau, San Antonio, TX—december 2009 ~ august 2011

interactive media & web producer

- oversaw the production of multimedia elements from initial concept through scripting, storyboarding, production, and distribution
- provided overall strategic direction and ensures that project goals, objectives, milestones, and deliverables are achieved
- developed concepts for multimedia elements and secures any necessary licenses or rights to story, music, sounds, or content
- managed projects for the tourism market, promotional, and visitor clientele
- managed content in CMS platforms—drupal, REI CMS
- built content for promotional purposes such as giveaways, getaways and contests in CMS platforms or HTML, or FLASH
- used google analytics to monitor key aspects of sites, microsites

BDA, woodinville, wa—january 2001 ~ november 2008

senior designer/photographer, print/web - creative services

- served as a leader within creative services department & publications division
- worked closely with creative director to ensure overall creative vision and standards were consistent with the goals of the company
- provided creative direction of specific projects to production teams so that client objectives were successfully met
- developed design solutions that demonstrated creative excellence for all phases of the design process (from concept to final execution)
- was responsible for ensuring execution of all phases of design project needed for project completion (developing comps, art direction of photo shoots, securing illustrations, presschecks, etc.)
- introduced web design and web architecture to the creative services department
- planned, grafted, designed and finally built sites for specific clients
- trained and mentored various coworkers expressing a desire to learn web
- designed a template for web standards based on the back end accounting engine of the company
- developed and manage imaging solutions that demonstrate creative excellence in all phases of the photographic process
- initiated the idea of bringing photography in-house, instead of out-sourcing it
- designed web sites around the look and feel of the new photography style
- agency-driven style, photography and design, catalogs and POP promotion pieces for key clients: michelin, dell, intel, fedex, home depot, and others
- developed and manage imaging solutions that demonstrate creative excellence in all phases of the photographic process
- was responsible for execution and supervision of all phases of the project needed for successful, on-time completion
- evaluated and communicated scheduling; project status/progress with Project Portfolio Manager and Project Leads
- uphold the creative mission and standards of both the department and BDA, as set forth by the Publications Department and BDA management

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oneworld creative, miami, fl—january 1999 ~ 2001

art director/photographer

- led creative, design and marketing agency servicing national Fortune 500 clients in the supermarket, banking, and pharmacy sectors
- involved in all stages of all projects, from idea to reality, to fulfillment
- created calendars and other promotional pieces for miscellaneous clients
- collaborated with designers on project status
- regularly attended the necessary press checks for current projects
- trained creative staff on procedures at the pre and post production stage
- held daily production meetings to cover storyboards and critiques on assignments
- held one on one evaluation meetings with designers, sought areas of improvement
- hired contract or permanent graphic designers for miscellaneous projects
- crafted an automated system for backup & catalogue of current and past projects

bridge studio, miami beach, fl, miami, fl—october 1995 ~ 1996

design director/stock photographer

- carried out specific instruction of the creative director, for design purposes
- full attention to system integrity, maintained computers and network
- was prone to dealing with service bureaus for film creation, price quotes and deadlines
- had the authority to purchase supplies and/or product for office use
- had charge in stock photography usage as the actual supplier for miscellaneous
- crafted an automated system for backup & catalogue of current and past projects
- managed the visual workflow and addressed certain issues and hurdles that came up during production
- collaborated with fellow designers and creative director, on issues and critiques

trinity church, san antonio, texas—february 1994 ~ september 1994

head of graphics department, image & typesetter

- sole creator of line-art image library; for general use by department
- designed weekly bulletin layout and other related graphical print tasks, using macintosh
- produced camera-ready art for in-house print shop

■ freelance

- Sew Much More, Inc. Austin, TX, July 1998~2008, art direction, advertising, marketing, web & print
- fivehumans.com, Seattle, Wa, September 2008, photography, web consultation
- Weyerhaeuser, Seattle, WA, February 2007, photography
- the Winterpills (music band) Whately, MA, March 2008, photography
- Mono in VCF, (music band) Tacoma, WA, April 2008, photography
- the Dimes, (music band) Portland, OR, April 2008, photography
- the sun-ups (music band) Seattle, WA, November 2002~March 2006, photography, art direction, web/print
- true dimensions, Austin, TX November 1998, creative direction/graphic designer - miscellaneous ad campaign
- plantation house, Pflugerville, TX June 1998, creative direction/photography/graphic designer - advertisement
- meek, San Antonio, TX June 1997~1998, creative direction/graphic designer - music cd

■ technical skills

- avidly affluent in all adobe CS apps (photoshop, illustrator, indesign, dreamweaver)
- additionally, skilled in quark Xpress, freehand MX, lightroom, keynote, capture NX
- strong knowledge of computer equipment, hardware, peripherals, PC/Mac OS X, Mac with VMware or boot camp, PC: windows XP
- strong knowledge of prepress, separation and photographic process, printing and fulfillment: folding, binding, delivering
- over 19 years of photography experience, 15 of which are professional
- extensive experience in the photo studio with product still, food, and people
- has a keen eye for typography and content layout
- excellent verbal and written communication skills
- verbal and written proficiency in english and spanish
- strong, tactile inclination to visual projects, sketching, building, cutting, presentation
- unusual logical thought process for troubleshooting, computers, cameras, printers, software

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■ formal education

san antonio college, san antonio, texas january 1991 ~ may 1994

- graphic advertising arts, photography, video production, journalism, creative writing, photo-journalism
- acquired over 140 semester hours in art courses and critique intensive labs
- introduction to graphic arts in the technical age
- concentration in the visual realm of photography
- rules and origins of typography
- business and administration side of graphic arts
- art history

■ additional education/instruction

adobe photoshop seminar november 1998

macromedia seminar january 1999

macromedia web applications seminar october 1999

macromedia flash 4 - 1 week course april 2000

adobe photoshop, illustrator, indesign march 2001

macromedia dreamweaver/fireworks, july 2001

apple mac OS X introduction september 2001

adobe creative suite introduction october 2003

adobe creative suite 2 introduction june 2005

apple pro apps, final cut pro, motion, dvd studio pro seminar october 2005

adobe creative suite 3, adobe acrobat professional july 2007

nikon school, 2002-2008

■ references

Shawn Wright, Creative Director, BDA, Woodinville, WA 425.492.2630

Justin Huffman, Photographer, Three Rivers Dent, Pittsburgh, PA 412.5453368

Jasin Bolan, Movie Set Photographer, Frontline International, Queensland, AU +61 412150189

Johnny Sanabria, Fine Art Painter, Miami, FL 305.573.4493

Ron Goldkorn, Owner: Sew Much More, Austin, TX 512.452.3166

Arthur Hagman, Designer, Sandlot Games, Mill Creek, WA 206.334.7099