

LEONEL MEDRANO

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OBJECTIVE: Seeking a position where my creative skills, resources, professional experience and love of design, can be utilized towards the growth and development of the organization.

EXPERIENCE

April 2013 - Present:

RTUI|Cartvertising - Graphic Designer

www.cartvertising.com

- Responsible for execution of client advertising, from conceptualization to preflighting for press, for in store marketing
- Communication and collaboration with Client, Coordinator, Sales Reps and Pre-press

April 2007 - January 2013:

Wireless Dealer Mag - Senior Art Director

www.WirelessDealerMagazine.com

- Produced day-to-day marketing materials, oversaw and directed long term promotional print projects, and managed the overall design aesthetic of company and publication. Managed all aspects of jobs from development, conceptualization, design, production and layout.

DESIGN PROFICIENCIES

Ad Design. Editorial. Email Blasts, Brochures. Digital Art. Illustration. Page Layout. Image Retouching. Newsletters. Catalogs. Logo Design. Displays. Promotional Materials. Posters. Flyers. Promotional Video Production. Sketching. Music Production.

TECHNICAL PROFICIENCIES

DESIGN: Strong knowledge of color theory, typography, print & illustration. Comprehensive understanding of design process, from conceptualization to brainstorming to meticulous eye for detail in final stages

SOFTWARE: Adobe Creative Suite CS6 and older. (Photoshop, Illustrator, InDesign, Premier, Audition, Dreamweaver, Lightroom); Microsoft Office, (Word, Excel, Publisher, Outlook, PowerPoint); Apple Pages & Numbers, Social Media Applications

OPERATING SYSTEMS: Mac & PC

LANGUAGES: Fluent in English & Spanish - Speaking, Reading and Writing

EDUCATION: Houston Community College - Associates Degree, Graphic Design 6/05

