

## GIL VASQUEZ DESIGN

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### OBJECTIVE:

Seeking full or part time employment opportunities in graphic design or related areas

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### QUALIFICATIONS:

- ▶ Experienced – over 20 years of practice in production and creative design as a freelancer and within corporate and agency settings
  - ▶ Proficiency in Adobe InDesign, Illustrator, Photoshop, HTML, CSS, Sass and Wordpress (Divi Theme)
  - ▶ Diverse skill set including catalog production, trade show signing, advertisements, creative branding and concept development, logo design, illustration and web design
  - ▶ Strong work ethic with a dedication to careful planning and focused execution to accomplish goals in a timely manner; committed to maintaining the highest standard of accurate, error-free work flow; always seeking methods to improve process efficiency and effectiveness
  - ▶ Ability to excel independently on focused individual tasks, or interdependently within a team setting
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### EXPERIENCE:

#### **Freelance Graphic Designer, Gil Vasquez Design LLC - Racine, WI. June 2012 – Present**

Planning and creation of printed and digital marketing pieces for local businesses including websites, logos, brochures, etc.

#### **Contract Graphic Designer, Equity Creative Design - Pleasant Prairie, WI. May 2012 – March 2019**

Produced print-based and digital marketing material on a project by project basis. Amassed substantial experience working on corporate level marketing pieces while adhering to established brand guidelines.

#### **Graphic Designer, Image Management LLC - Racine, WI. December 2003 – April 2012**

Created Image Management's first full color printed marketing package showcasing their range of design services leading to an increase in print based design clients. Executed various layout and design projects for the company's main corporate client, Case New Holland. Shifted focus to website concept creation thereby helping company achieve success in the area of web design and development.

#### **Graphic Designer, Innovativa LTD - Oak Creek, WI. September 2001 – December 2003**

Created full-color printed marketing package establishing company's corporate identity. Worked on large scale design projects for clients including booklets, brochures, trade show kits and Powerpoint presentations. Acquired experience in all stages of creating professional level marketing material – from concept creation and production to preparing finalized files for the printing process. Shared many project management responsibilities including communication with illustrators, photographers, product managers, writers, proofreaders, printers, and print brokers.

#### **Graphic Layout Specialist, Case Corporation - Racine, WI. April 2000 – September 2001**

Partnered with product/project managers on various Case Corporation marketing pieces: agricultural and construction machinery booklets, brochures, posters, large format trade show displays, CD/DVD-ROM presentations, labels, and packaging. Created a branded layout scheme for Case IH agricultural parts and service marketing material which was used on catalogs, brochures, CD labels, posters, etc. Initiated creation of a database to manage all previously created in-house design files enabling efficient sourcing, updating and reprinting by outside vendors.

#### **Graphic Artist, UW Parkside: ITS, Graphics/Photography Division - Kenosha, WI. September 1996 – January 2000**

Involved in all creative, production, and customer service tasks. Assisted management in selecting other student employees building a team capable of expanding the range of design services offered. Contributed to increased web design projects and heightening quality standards on printed campus design materials. Project range included academic and athletic department web pages, athletics media guides and signage, University Relations booklets and brochures.

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### EDUCATION:

BA from the University of Wisconsin Parkside, December 1999 – Art major with a concentration in Graphic Design  
Continuous independent online study through courses from Udemy, Lynda.com, OpenClassrooms, etc.