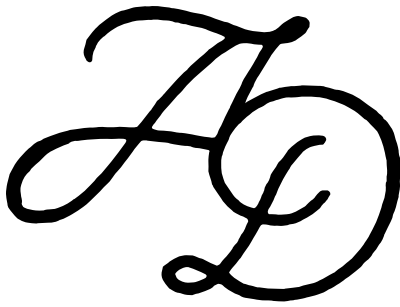




ABOUT ME

Multidisciplinary senior graphic designer based in Houston, TX, with over eight years of experience partnering with B2B and B2C clients. Passionate about creating scalable visual systems across print and digital channels to help real people solve real problems.

c: 281.608.1999

e: alexapdr@hotmail.com

portfolio:

www.alexadmzg.com

SKILLS

Design

Branding, campaign development, print + production, digital, social paid media, web, environmental wayfinding, UX/UI,

Apps

Adobe CC InDesign, Illustrator, Photoshop, After Effects, Firefly, Figma, Canva, ChatGPT, Google Workspace, Microsoft Office

Other

Spanish (native), English (fluent)

EDUCATION

University of Houston,
Bachelor of Fine Arts in
Graphic Communications

University of Houston,
Bachelor of Arts in
Hispanic Studies

EXPERIENCE

Pace Communications (5/22 – 2/26 remote)

Senior Art Director (1/23-2/26)

Art Director (5/22-1/23)

The Senior Art Director assists and ensures content creation for the print, digital and social spaces. Serves as a visual lead, team ideator and subject matter expert for all creative assets produced for marketing-driven projects, campaigns and/or ongoing programs.

Directs photo and video shoots for both external and in-house productions and ensures they are brand compliant. Facilitates both internal and client-facing presentations and mentors junior designers to ensure their work is brand compliant. Client portfolio includes Truist, Verizon Wireless, Brighthouse Financial and Floqsta.

Versa Creative (8/21 – 4/22)

Senior Graphic Designer

Responsible for providing effective creative solutions to reach clients' business goals based on their marketing needs. Oversees print and digital projects in the areas of web design, social media, motion graphics, environmental signage and traditional media. Provides support for junior designers by giving meaningful guidance and feedback. Ensures brand consistency across media for several accounts including Yes Prep Public Schools, HCDE, Uscriptives and ZT Corporate.

Landry's Inc. 7/18 – 8/21

Graphic Designer

Works at a fast-paced environment as part of the creative team to design marketing deliverables for an in-house department. Assists with the planning and execution of visual strategies implemented during campaigns. Duties include: website mock ups, packaging, menu and editorial design, ad resizing and any collateral piece required for the 600+ businesses owned by Landry's. The graphic designer is also in charge of the print/production side of projects.

Imagen Management Inc. (11/17 - 7/18)

Creates promotional and marketing materials—such as flyers, posters, digital web assets, and social media content—to advertise large entertainment venues, nightclubs, and private event centers.

Christina Greene LLC (9/17 - 11/17)

Graphic Design and Social Media Intern

Assists the marketing team by creating digital and print assets, email campaigns, updating Shopify inventory and making sure brand consistency across all outputs.