

CARLOS CHAVEZ

GRAPHIC DESIGNER

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a: Toronto, Ontario

SOFTWARE KNOWLEDGE

- InDesign (advanced)
- Illustrator (advanced)
- Photoshop (advanced)
- Dreamweaver (intermediate)
- Flash

SKILLS AND STRENGTHS

- I possess a great aptitude for working with type, from multi-paged layouts, to simple one word logos. I have a strong belief that having a keen eye for the subtleties of typography (such as tracking, kerning, and leading) is very important for successful communication.
- Comfortable designing for both print and web. Also possess a deep passion for layout and branding.
- Great knowledge of Photoshop and how to achieve convincing retouches, photo stitching and web design.
- Can illustrate well by hand and then vectorize. Have created many illustrations for both layout and branding.
- Have been employed as a mac operator in the past, it has taught me to think on my feet, and to design and conceptualize quickly. Can play the keyboard shortcuts like a piano virtuoso.
- Worked for a printers and have prepared many different files for print, thus I am adept at dealing with files for output, including overprinting problems etc.
- Am perfectly at home on a Macintosh and their operating systems, including how to maintain them and trouble-shoot. Can also work with PCs.

EMPLOYMENT HISTORY

Blick Creative Pty Ltd
Middleweight Designer, July '08 – Oct '09
Conceptualizing, Design, Web Design,
Print Production, Client Liaising.

Blick creative is a creative agency that until recently specialized in print marketing. I worked for a wide range of clients including corporate heavyweights Lend Lease (and their Aged Care division), charities such as The Reach Foundation and Susan Alberti Foundation and small to mid-sized businesses looking to solidify their stake in the market.

Hired as a freelance designer, I was soon offered a full-time position, which led to being entrusted with some of the studio's most vital projects, such as the Annual Report for The Reach Foundation.

After my partaking in relevant courses, Blick Creative ceased to be a print-only studio and expanded into the world of web design and now is able to offer it's clients affordable websites with top-end design.

During my time at Blick, my duties and responsibilities became that of a senior designer, having undertaken the tasks of art directing and teaching the junior designer and freelancers.

Caramel Creative Pty Ltd
Middleweight Designer, Jan '08 – June '08 (Sub-Contractor)
Conceptualizing, Design,
Print Production/Client Liaising.

Caramel Creative is a design agency in South Melbourne that deals in branding and one-stop solutions for businesses ranging from real estate developers to hospitality. Caramel's strong ties to the world of cycling led them to be the sole design and production agency for Australia's Tour De France, the 'Jayco Sun-Herald Tour' for the last 4 years.

Working at Caramel, I was in charge of all print-related work, from concept to presentation, to final print. My main workload consisted of designing brand identities, brochures, booklets, invites and various other print-related work as well as liaising with clients. The 'Jayco Herald Sun Tour' was one of my main projects, consisting of brand revitalization, several invites, proposals and course maps that proved a difficult but extremely rewarding task.

My experience, speed, creativity and people-friendly nature allowed me to make strong relationships with our existing clients which encouraged recurring business which allowed my Director to seek new opportunities and run the business without undue concern for the work in progress.

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Matchstick Media Pty Ltd

Middleweight Designer, Jan '07 – Dec '07 (1 year)

Conceptualizing, Design (Print & Web),
Print Production, Client Liaising.

Matchstick Media is a boutique design studio in the heart of Sydney that specializes in print design for new real estate developments by companies such as Knight Frank and CB Richard Ellis. Matchstick also possess strong ties to the optical industry producing a monthly magazine 'Mivision' and other print collateral.

Working as a mid-weight designer I was in charge of conceptualizing, designing, proofing and client liaising. The majority of the work was real estate-oriented, which allowed me to blend exiting modern design with conservatism and to expand my creativity within those confines.

Being a small agency it was important to not only be creative, but to take a project from concept to completion in the most creative but efficient manner in minimal design time. This allowed us to take on a greater work-load and also encouraged clients to return in the future.

Med.Ed(ge) Pty Ltd

Junior/Mid weight Designer, Sept '05 – Sept '06 (1 year)

Conceptualizing, Design, Print Production.

Med.Ed(ge) is a Medical Communications company focusing on the medical and pharmaceutical fields for large blue-chip companies such as Pfizer and Schering Plough. Producing all print materials ranging from mail outs, information packs, clinical studies and invites, the position offered a diverse range of creative work.

The challenge here was to make information about medical studies, invitations and news, transform from dry reading to attention-grabbing pieces. This would ensure our work stood out from the other advertising mail received by a doctor or GP.

In this transitional period of junior designer to mid-weight, the workload was fast-paced and corporate-driven, my ability to work well under pressure, quickly and efficiently soon took the strain away from my senior designer. I added a 'fresher' look to otherwise drab informational pieces and my illustrative skills (helpful in child/family-driven pieces) encouraged a greater amount and range of new projects being awarded to Med.Ed(ge).

Sensis/PMP Digital

Designer/ Mac Op. Feb '05 – Aug '05 (6 months)

Mac Operating, Print Production.

Designing, checking and processing at least 3 ads per hour with a 94% accuracy rate, meant an acute eye for detail and being able to work quickly and efficiently under pressure was a requirement of the position. This position honed my Mac skills making me a very fast worker with a consistently good eye for detail.

Selected Freelancing

As an occasional freelancer I have created logos, stationery, maps, and websites to a range of clients.

EDUCATION

CGC (Computer Graphics College Sydney)

Completed Diploma course in Desktop Publishing/Graphic Design Production at the Computer Graphics College in Sydney, where I received top marks in Design and Desktop Publishing, and learned how to set up a great array of print files in offset and digital.

Swinbourne University Melbourne Short Course

Completed a short course on Web Design, taken as an extra curricular course to learn the building of web pages.

REFERENCES

Blick Creative

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Med.Ed(ge)

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