



ABOUT

I'm a designer specializing in user experience, user interface, art direction, and branding. I currently work at Lucile Packard Children's Hospital as a designer.

My goal as user experience is to help users get the most out of their interactions with the products I design.

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EXPERIENCE

Graphic Designer

Strategic Marketing Communications |
Lucile Packard Children's Hospital Stanford

Menlo Park, CA
(04/2015 - Present)

- Development of marketing materials for multiple business partners.
- Creation of branding assets for internal and external partners.
- Development of digital assets for newsletters, email campaigns, and online campaigns.
- Development of visual and interaction concepts for the hospital website.
- Art direction of photography sessions.
- Management of print and digital projects.

Principal Designer

VSdesign Inc.

San Jose, CA
(09/2006 - Present)

- Creation of websites from planning stages to launch.
- Prototyping interfaces in hi-fi or lo-fi wireframes and presenting functional prototypes to stakeholders.
- Design and implementation of marketing email templates.
- Creation and application of Corporate identities and brand style guides.
- Creative direction and creation of campaigns for both print and digital platforms.

Creative Projects Manager

Marketing Communications | Bay Area News Group

San Jose, CA
(06/2010 - 05/2014)

- Creation of electronic marketing campaigns for multiple newspaper properties.
- Development of interactive publications and advertising campaigns for mobile devices.
- Development, creation and management of websites for products, events and services.
- Creation and implementation of a unified global site for the Bay Area News Group's circulation department services. Aimed to simplify tasks to better the experience for users.
- Development of new products from concept to implementation.
- Creation of support materials, promotional campaigns, website design, email marketing and social media assets.

Art Director

Marketing Communications | San Jose Mercury News

San Jose, CA
(05/2007 - 06/2010)

- Creation of multimedia marketing campaigns for the Bay Area News Group and other corporate newspaper properties.
 - Conceptualized and developed the brand image of the Green fair Silicon Valley® an event aimed to help business and people understand the new green industry. Collaborated closely with vendors, printers and managers throughout the development of the brand, collateral, imagery for web and other electronic applications.
 - Created sales materials for the Bay Area news Group newspapers and other corporate newspaper properties.
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Senior Graphic Designer

Creative Services | San Jose Mercury News

San Jose, CA
(04/2004 - 05/2007)

- Designed graphic assets for multiple San Jose Mercury News advertising sections like Sacramento living, Central Valley Living and Fantasy Home among others.
 - Worked closely with managers and advertisers on the creation of newspaper campaigns for Macy's, AEG, Mazda, among others.
 - Developed magazine prototypes like Spaces, Auto Auction for the San Jose Mercury News niche publications department.
 - Designed and managed large print projects like catalogs, advertising sections and marketing pieces for national clients.
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EDUCATION

Universidad del Valle de México Graphic Design

Querétaro, Qro. México (06/1993 - 06/1997)

General Assembly User Experience certificate

Design Lab Interaction Design certificate

SKILLS & TOOLS

Skills

User experience, art direction, team leadership, interactive publication design, email marketing, publication design, brand design, product design, photo art direction, project management.

Tools

Photoshop CC, Illustrator CC, InDesign CC, Sketch, InVision. Knowledgeable in Dreamweaver CC, After effects CC, HTML and CSS.

AWARDS & ACCOMPLISHMENTS

AAF-Silicon Valley ADDY® – **Silver Award** – Creative Services and Industry, Print – 2010

AAF-San Francisco ADDY® – **Silver Award** – B-to-B, Local – 2011