



**Summary of  
Qualifications**

A self-motivated professional designer who is looking to help others with better design. A very determined hard worker who is detailed oriented and proficient in my field. Reliable, eager to learn and look forward to a new creative day. My motivation is derived from working in a creative atmosphere and by a good challenge. I can adapt to an environment and contribute to the creative team with new conceptual ideas in design.

**Experience** **WEB DESIGNER (WEBMASTER), METRO HOUSTON, TX 2007 – PRESENT**

Responsibilities include managing and maintenance of METRO's corporate websites content and brand, ridemetro.org, other campaign/project sites in English / Español. Design and maintenance of SharePoint intranet site, administrator to other contracted websites. Redesign of METRO corporate and intranet websites, from concept designing to establishing the site architecture and site structure, creating graphics and development of ridemetro.org site which went live 2008 and replace in 2015 with new site design. Current still maintaining and working on new site, built using SharePoint, responsible for accessibility of site as part of the maintenance. Responsible for design and maintenance of METRO's emergency site, metroresponds.org. Responsible for design and project managing establishment of METRO Solutions website back in 2008. This browser based site ran on PIER and followed the ridemetro.org brand in English/Español.

Initiated cost savings for METRO on several projects for different years:

1. Recommend to bring inhouse html newsletter "METRO Connections" to be created inhouse by me and emailed out by me using PIER system. This new process saved us about \$50,000/yr starting in 2009, and gave us more creative freedom. Also by being PIER administrator this saved METRO more as I provided technical support to the content contributors of the PIER sites. Newsletter is now in an updated system called GovDelivery, provide by third party contract.
2. Renegotiated PIER cost to be grand fathered into original cost by maintaining a three site license.
3. Saved METRO about \$45,000/yr starting in 2010-2011 by having our website analytic reports no longer on Webtrends, but on Google Analytics.
4. Saved METRO about \$80,000 for project of developing and designing ridemetro.org mobile site in 2012-2013.

From initiating projects to improving the websites, creating internal and public html email newsletters designs and email blasting to authority, 3,000 plus employees and public, 27,000 plus subscribers. Internal and external communications via the intranet, emergency site, ridemetro.org site. Creating graphics; print and mini-sites, Web section layouts; Flash: ads, interactive maps, Flash animations, puzzles and video; video tutorials, graphics, writing, managing analytics reports, writing up protocols and procedures for employees to follow when using PIER, training employees on how to use PIER, write procedures for service alert crawl, write Granicus (website application for streaming video, archiving video and uploading agendas and presentations, time stamping of videos, uploading board meeting minutes and initial setup of meetings) procedures and protocols website applications. Found, recommended and manage contracts with Translations.com (Español site), DocSoft (close caption for videos) and Granicus. I initiated, maintain and trained others on METRO's new Granicus transparency suite to help make METRO more transparent. Came up with plan on how to consolidate METRO's websites. Implemented plan and managed, developed and worked on website consolidation. In order to go from four websites to three and to archive METRO Solutions website for future reference.

**MANAGER OF CREATIVE SERVICES, METRO HOUSTON, TX 2006 – 2007**

Responsibilities include managing projects and designers, creating corporate brand and recognition, as well as company standards for all design and marketing materials print, Web, etc; internal and external collateral. Responsible for all campaigns worked with director and managed team of up to seven including a distribution coordinator, on projects and assignments. Provided presentations to president / CEO of METRO, vice president of department using PowerPoint and created templates to be used by departments. Established quotes, secured procurement, directed team work flow and designed projects from start to finish for print, Web and multimedia. From Credit Vending Machine (CVM) interface design for Q Card to managing METRO's Q Card campaigns to coming up with simple concepts like adding multi color to the METRO system map.

**DIRECTOR OF GRAPHIC COMMUNICATIONS, MBC DIRECT, LLC HOUSTON, TX 2003 – 2006**

Responsibilities include managing projects and designers, creating corporate brands and recognition, as well as company standards for all design and marketing materials print, Web, etc. Created various program standards, branding, Co-branding, and marketing concepts. Understand the MasterCard standards and Debit bank structure. Responsible for coordinating of all aspects of design from original concept pitch to the final product. Website design, Flash animation, site architecture,



**Experience Continued**

development, and maintenance. Project, server file folder structure, organizing system and established archiving system. Responsible for all printing projects, including quote procurement and press-checks.

**SENIOR GRAPHIC DESIGNER, TRIBE DESIGN HOUSTON, TX 2000 - 2001**

Designed identities, logos, business cards, envelopes, letterheads, brochures, schedules, forms, posters, catalogs, pocket folders, packaging, trade show booths, t-shirts, Website design and maintenance, PowerPoint and print presentations, animated banners, multimedia motion design, production, press-checks, client interaction, and ongoing client branding styles. Also created production checklists, equipment and supplies maintenance, and archived files.

**GRAPHIC DESIGNER HOUSTON, TX 1997 - 2000**

**MissingSolutions** – Created the company identity, website and standards. Also created concepts and designed print work, websites, Flash animations, storyboards, icons, illustrations, and did photography for different projects.

**Jim Coleman Company** – Designed company health manual, and inhouse design of work for car washing products.

**Office of James Burnett** – continuation of company identity/improvement of marketing materials and development.

Designed and organized ten years of work into a booklet with interchangeable pages to be used as a leave-behind for potential new clients. Also responsible for photography, digital illustrations, press-checks, and obtaining price quotes.

**Daily Cougar, UH** – Responsibilities included paper layout, production, and advertisement design for the daily newspaper.

**FREELANCE DESIGNER HOUSTON, TX 1997 - PRESENT**

Tes Multimedia	Ideal Printers, Inc.	LMS, Inc.	JRG Builder & Remodeler's	Santiago's Floors
mr flat people	Davey Tree & Golf	METRO	LDT Studio Photography	Archer Advertising
Charter Films	Goya Products	HEB Pantry	Mi Sammy Productions, Inc.	D & D Drapery Co
TaylorMade	KTRK Channel 13	Design Force	The Cosmopolitan Canine	Smart Daddy's Pizza

Harvard The Initiative in Innovative Computing (IIC)  
Starlight Gala, Benefiting The American Cancer Society 2005

Responsibilities included branded and marketed improvement strategies, created logos, identity systems, business cards, brochures, flyers, booklets, invitations, postcards, posters, signage, packaging design, props, set dressing, build sets, advertisements, banners, trade show booths, displays, proposals, Interface designs, icon designs, animations, illustrations, PowerPoint presentations, photography, and website designs and development.

**Education**

**Bachelor of Fine Arts, University of Houston (UH), Graphic Communications Major, Cum Laude  
Graphic Communication Technology and Art History Minors**

Foundation Education, Texas A&M, Blinn College, and Houston Community College (HCC)

Attended American Institute of Graphic Arts (AIGA) Conference (New Orleans, Louisiana)

**Awards/Honors**

BMA Lantern Award, Marketing Design Campaign for Groppe, Long, & Littell  
Art Design Scholarship, HCC • Student Show Exhibition, HCC • Dean's List, HCC  
Dean's List, UH • Art Bunker Scholarship, Best Overall Portfolio, UH • Blaffer Gallery Student Show Exhibition, UH

**Skills**

Illustrator	QuarkXPress	JavaScript	GovDelivery
Photoshop	Microsoft Office	Premiere	Fetch
InDesign	Microsoft Web Developer	Soundedit	Production
After Effects	Microsoft SharePoint	Twitter	Illustration
Flash	SharePoint Designer 2013	PIER	Photography
Fireworks	HTML	Google Calendar	Bilingual (English/Spanish)
Dreamweaver	CSS	Google Analytics	MAC & Windows
Acrobat	Action Scripts 2.0 - 3.0	Granicus	