

# SAMUEL TREVINO: Graphic Designer

sam@samdidit.com 505.750.7550 304 19<sup>th</sup> Street NW, Albuquerque, New Mexico 87104

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## DESIGN KNOWLEDGE

Graphic design is my career, my passion to continue learn, grow and create something that is structured in design and esthetically pleasing or appropriate for the project.

Strong understanding and experience of publication design from newspaper, booklets, programs, brochures to marketing materials such as posters, banners, flyers, advertisements, proposals, business identity, website and web graphics.

Creative thinker that analyzes and develops an effective design solution based on project outcome desired, while maintaining the integrity of the principles of design and cohesiveness.

Ability to multi-task and manage multiple projects by working independently or as a team to meet deadlines.

## EXPERTISE IN THE FOLLOWING

- Adobe CS: InDesign CS4, Photoshop CS4, Illustrator CS4, Acrobat 9 Pro, & Acrobat Distiller 9 & DreamweaverCS4.
- Microsoft Office: PowerPoint, Word, & Excel.
- HTML coding and Joomla CMS. Basic understanding of XHTML & CSS.
- IT Support: Network wiring, setup, troubleshooting and administration, Windows Small Business Server 2003 & XP client computers. Basic knowledge of Mac.

## DESIGN QUALIFICATIONS

### **Art Director, Más New Mexico Albuquerque, New Mexico**

**2009 – present**

I'm currently working as the Art Director for Más New Mexico a weekly bilingual newspaper launched January 2009. My responsibilities include creating the workflow and design of the newspaper editorial layout, graphics, publication format, and style guide as well as creating all marketing materials, forms, business identity and website. On a weekly basis I communicate with the editorial, sales, and photography departments in coordinating and designing the content for the publication or any other marketing or internal materials. Work with clients to assist in placing or creating advertisements to meet their needs. Expertise preparing and pre-flight of publications or documents to produce print ready digital files to be sent via FTP, and conversion for e-distribution via website or e-mail. Work with printers in the printing process of the publication or other printing projects. I received design awards from the National Association of Hispanic Publications such as newspaper format, single page, double page, and special section for 2009. In its first year the newspaper was named the second place outstanding bilingual newspaper in the nation under my design leadership.

### *Responsibilities:*

- Supervise and guide the development of graphic designers.
- Develop and implement design concepts for layout, graphics and photos for the newspaper, special editions, section, programs, advertisements and marketing materials using Adobe InDesign CS4, Photoshop CS4, Illustrator CS4, Acrobat 9 Pro and Acrobat Distiller 9.
- Work with editorial, photo, and sales departments in coordinating the content for weekly publication layouts.
- Utilize Adobe Photoshop CS4 for photo enhancement or alteration to get the best quality and effect for the corresponding article or design for printing or online uses.
- Production of PDF/X-1a:2001 CMYK compliant files to ship via the Internet to printer. Press check when necessary.
- Web site development, design and implementation. Conversion of print documents for e-distribution.
- IT installation, maintenance and administration of network users, server and computers.
- Photography of events and subjects of articles or special projects.
- Customer service.

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## **Art Director/Production Manager, El Hispanic News Portland, Oregon**

**1998 – 2008**

I advanced within the company from Graphic Designer to Art Director/Production Manager at El Hispanic News. I was responsible for four major newspaper redesigns including layout format, graphics, implementing new technology in the production of the newspaper, all printed marketing materials and website development. The redesigns of the newspaper went from paste-up to all digital formats that is shipped to a printer via the Internet and repurposed for online. I received many design awards from the National Association of Hispanic Publications such as best overall newspaper format, most improved, single page, double page, special section, magazine format, and self promotion advertisement. The newspaper has been named the number one outstanding bilingual newspaper in the nation 4 times under my design leadership. I also was in charge of developing concepts and implementing them for special edition event programs and corresponding advertisement and marketing campaigns, such as Portland-Guadalajara Sister Cities Cinco de Mayo, Fiesta Mexicana, Latino Home Buying fair, summit to surf, and many more.

### *Responsibilities:*

- Supervise and guide the development of graphic designers.
- Develop and implement design concepts for layout, graphics and photos for the newspaper, special editions, section, programs, advertisements and marketing materials using Adobe InDesign CS2, Photoshop CS2, Illustrator CS2, Acrobat 7 and Acrobat Distiller 7.
- Work with editorial, photo, and sales departments in coordinating the content for weekly publication layouts.
- Utilize Adobe Photoshop CS2 for photo enhancement or alteration to get the best quality and effect for the corresponding article or design for printing or online uses.
- Production of PDF/X-1a:2001 CMYK compliant files to ship via the Internet to printer. Press check when necessary.
- Web site development, design and implementation. Conversion of print documents for e-distribution.
- Event planning, on-site coordination, development of proposals, marketing materials and strategy.
- IT maintenance and administration of network users, server and computers.
- Photography of events and subjects of articles or special projects.
- Customer service.

## **SAMDIDIT! GRAPHICS – FREELANCE DESIGN PROJECTS**

### **Cesar E. Chavez Student Conference**

**2000 – present**

Annual conference program, certificates, banner, website, fundraiser poster and postcard design

### **National Association of Hispanic Publications**

**2010**

Convention program, postcard, advertisements and banner design

### **Miracle Theatre**

**2004 - 2008**

Season brochures, postcards and posters design

### **The River Theatre**

**2007**

Theatre logo, season brochures, play bills, postcards and posters design

### **Salem Stampede, Minor league professional basketball team**

**2006-2007**

Basketball team logo, letterhead, envelope, business card, advertisements, posters, postcard, t-shirt logos, garment tags, banners, game tickets, season/game program and website design

### **Linfield College**

**2006**

Brochure, postcard and banner design

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<b>TriMet Public Transportation System, Portland, Oregon</b>	<b>2002-2003</b>
Award winning <i>Intersectons</i> History Book design, collaborated with writer and photographer	
<b>Portland-Gudalajara Sister Cities/Cinco de Mayo Event</b>	<b>2000 - 2004</b>
Organization logo, letterhead, envelopes and business cards design Event logo, posters, postcards, advertisements, marketing materials, banner and t-shirt design	
<b>Latino Educational and Recreational Network (L.E.a.R.N.), non-profit organization</b>	<b>1998 - 2008</b>
Organization logo, letterhead design and website Event logo, registration forms, banners, marketing materials, t-shirt, and medallion award design	
<b>Anthony Veliz campaigns</b>	<b>2000 &amp; 2002</b>
School Board campaign postcard U.S. Senate campaign logo, letterhead, envelope, donation envelope, business card, advertisements, door hanger, and postcard design	
<b>Latino Network, non-profit organization</b>	<b>2000</b>
Logo, letter head and envelope	
<b>United States Hispanic Leadership Institute</b>	<b>2000</b>
Latino vote poster (utilized across the U.S. in promoting Latino voting, continues to be utilized since created)	
<b>Voz 2000</b>	<b>2000</b>
Project logo	
<b>SMG Foundation/El Poder de la Mujer, non-profit organization</b>	<b>2000-2007</b>
Organization logo, letterhead, envelopes, business cards, advertisements and website design.	
<b>Maria Rojo de Steffey campaign</b>	<b>2001</b>
Campaign logo, letterhead, envelopes, donation envelope, and advertisements	
<b>Pacific Northwest Minority Publishers</b>	<b>2001</b>
Organization logo design	
<b>FunZ</b>	<b>2001</b>
Company logo, business cards, garment tags, brochure, and web site.	
<b>Serena Cruz for City council campaign</b>	<b>2002</b>
Postcard	
<b>Democratic Party of Oregon</b>	<b>2002</b>
Advertisement and postcard	
<b>Festival Latino</b>	<b>2002</b>
Event poster and registration form	
<b>Latino Home Buying Fair</b>	<b>2002</b>
Event logo and advertisements	

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## **Latino Sports Association**

Organization logo, letterhead, envelope, business card, and marketing materials

**1998 - 1999**

## **MEChA statewide conference – Woodburn**

Program cover and layout

**1999**

## EDUCATION

### **Art Institute of Seattle**

Associate of Applied Arts in Visual Communications  
Seattle, Washington

**1989**

### **Toppenish High School**

Diploma  
Toppenish, Washington

**1987**

PORTFOLIO & REFERENCES UPON REQUEST