

Alfredo Valenzuela



A designer with 15+ years of experience who likes to design outside the text box. My skillset and experience make me a perfect fit for any setting. As a leader and driven team member I enjoy taking on new projects and elevating the original idea.

> Contact

☎ 210.535.7242
🏠 San Antonio, Texas
✉ fredvalenz@gmail.com

> Portfolio

www.avart.design

> Education

2002 – 2006
Our Lady of the Lake University
BA; Communication Arts

> Awards

UTSA Institute for Economic Development
Values Based Leadership
Award
– Innovation 2018
– Integrity 2018
– Innovation 2015 Honorable Mention

> Skills

🎨 Adobe Creative Suite
📊 Project Management
👥 Social Media
💻 Web Management
🖼️ Photography
💾 MAC/PC Proficient

> Experience

Dec. 2016 – Present

University of Texas at San Antonio

Sr. Graphic Designer

- Lead designer for 10+ internal centers
- Art direct three marketing support staff
- Provide design/marketing consultations for 10+ internal centers
- Campaign development
 - Develop creative for: web, email, printed marketing collateral, signage, social media
 - Curate and develop conference email, social media campaign
 - Social media management
- Annual report / publication development
 - Layout, design, infographics, storyboard, content creation, production schedule, strategy
- Project Management over 150 projects annually
- Lead Cvent administrator (cloud software solution for event planners)
 - Program and design registration websites
 - Curate and develop conference email campaign
 - Manage registration financials
- Manage on-site event registration
 - Three large annual events with attendance of over 300 each
 - Manage staff of eight
 - On-site registration: check-in, reconciliation, & registration updates
- Co-lead external communications strategic planning
- Liaison to the university communications & marketing office, print vendors, photographers

Sept. 2012 – Nov. 2016

University of Texas at San Antonio

Graphic Designer III

- Lead designer for 10+ internal centers
- Campaign development
- Brand compliance
- Project Management
- Redesigned stationery resulting in thousands in cost savings annually
- Manage multiple social media channels
- Co-lead Cvent administrator
- Became Co-lead external communications strategic planning
- Liaison to multiple vendors, print vendors, photographers

Sept. 2008 – Sept. 2018

Red Savage Productions

Owner/Art Director

- Brand development
- Digital/Outdoor campaigns
- Design consultation
- Vector illustration

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> Career Development

Los Angeles Convention Center, CA
Adobe MAX
A Creativity Conference
– 2018
– 2016

> EXPERIENCE CONTINUED

Sep. 2009 – Aug. 2012

BCT San Antonio

Special Art Designer & Pre-Press Technician

- Design and update stationary and business cards
- Revamped in-house signage, order forms and collateral
- Responsible for preparation of camera-ready files for press and creation of plates
- Responsible for preparation and recreation of client logos
- Assisted transition to new online ordering system increasing efficiency

Apr. 2008 – Jan. 2009

San Antonio Current

Production Manager

- Development of advertising and collateral
- Directed design of collateral for events/special issues
- Managed two designers and one intern
- Managed quality control at press checks
- Assisted with editorial design

Jun. 2006 – Apr. 2008

San Antonio Current

Production Designer

- Designed and updated advertising copy for print and digital
- Handled the pagination of retail and classified products
- Responsible for the preparation and transmission to press
- Worked with sales reps to develop concepts for advertisers
- Responsible for the archiving of publication

Aug. 2002 – Dec. 2006

OLLU Student Newspaper

Editor-In-Chief / Lead Designer

- In charge of overall design of editorial and advertising
- Lead editor for all copy
- Led a staff of 15
- Responsible for the preparation and transmission to press
- Office and advertising sales manager