

Gregorio Ramón Villarreal

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//Experience

97 Degrees West (Austin, TX '12 - '13)

Production Artist

- Develop and design concepts, from print to web, for a variety of clients including logo design, ads, marketing materials, websites, brochures and collateral material.
- Manage production schedule and ensure production files are ready for press.
- Clients include: Univar Environmental Science, Vitalogy Skin Care, Stratford Land, Group Therapy Studios, Grand Heaven Homes, Small Giants, CGI, and Ceylon Bluff.

Freelance Graphic Designer/Consultant (Austin, Texas '08 - '12)

- Graphic design, video editing and consulting services for agencies specializing in Hispanic marketing.
- Clients included Coca Cola, Jack Daniels, Wrangler, U.S. Cellular and Hennessy.

Mercury Mambo (Austin, Texas '08 - '08)

Art Director

- Concept development for national ad campaigns.
- Ensured relevance of existing campaigns for the Hispanic market.
- Clients included Dr. Pepper, Smuckers, and Crown Royal.

PMDG Marketing Communications (Laredo, Texas '04 - '08)

Art Director

- Developed and designed concepts and ideas for local and regional clients in English and Spanish.
- Art direction and poster design, logos, magazines, radio and television spots, photo shoots, brochures, promotional items, and corporate image.
- Developed and executed Aster Bronze Award Winning Lotería Campaign for the Laredo Medical Center, featured in Marketing Healthcare Today Magazine.
- Managed contract vendors and freelance designers.
- Served as intermediary for printers and clients.

Minuteman Press (McAllen, Texas '03 - '04)

Senior Designer

- Designed concepts for brochures, business cards, logos, magazine layouts, and promotional items for clients in English and Spanish.
- Developed corporate image for clients.
- Color correction of photographs for print campaigns and online publications.
- Color press check.
- Prepared press-ready files.

Print House (Rio Bravo, Tamaulipas '03 - '03)

Senior Designer

- Designed concepts for brochures, business cards, logos, magazine layouts, and promotional items for clients in Spanish.
- Developed corporate image for clients.
- Color correction of photographs for print campaigns and online publication.
- Color press check.
- Screen-printing.

Texas A&M International University (Laredo, Texas '00 - '02)

Publications Assistant

- Created and designed layouts for fall and spring main publication, Prism Magazine.
- Developed and executed design concepts for a variety of University departments for both internal and external audiences.
- Directed and coordinated photography sessions for University publications and advertising campaigns; responsible for photographing University events and maintaining archives.
- Managed brand name and graphic identity of the University.

Grupo INLOSA (Reynosa, Tamaulipas '99 - '00)

Advertising Coordinator

- Directed campaigns for clients including local Nissan and Chevrolet dealerships, Burger King, and Papa John's franchises in Tamaulipas, and other nationally known clients.
- Developed and managed media budgets for advertising campaigns.
- Developed concepts and designed advertising materials.

El Mañana Newspaper (Reynosa, Tamaulipas '98 - '99)

Graphic Designer

- Developed editorial design for El Rancho, Escena and En Red newspapers.
- Designed and created newspaper advertisements for various clients in a number of industries.

CRIM (Creaciones Impresas) (Monterrey, Nuevo León '98 - '98)

Graphic Designer

- Worked with vector programs to re-create, stylize, and accentuate client logos into scalable, print-ready vector documents.
- Color correction of photographs for print campaigns and online publication.

//Skills

Software: Adobe CS, Affinity and Microsoft Office.

Hardware: Scanners, Digital Cameras and Silk Screen Printing.

Social Media: Facebook, Flickr, Twitter, Instagram, Pinterest, YouTube and Vimeo.

//Education

ELISAVA Escola Superior de Disseny '13 – '14

Master's Degree in Design and Communication

Barcelona, Spain

University of Applied Sciences and Arts Northwestern Switzerland FHNW '14

Summer Workshop Type Design

Basel, Switzerland

International Languages School of Canada '02

Montreal, Quebec, Canada

Universidad Autónoma de Nuevo León '93 – '98

Visual Arts Degree, Graphic Design Major

Monterrey, México

//Languages

English and Spanish