

ROGELIO RIVERA

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objective To collaborate with a creative team in developing powerful design solutions and love my work.

education

CAL POLY POMONA

Bachelor of Arts, Graphic Design Emphasis

skillset

Design for niche presence and smart impact
Utilize latest design practices including CSS and SEO
Project management from conception through execution
Proficient in Adobe CS4 Creative Suite and Quark
Drawing and photography skills



Bilingual Spanish

experience

DL TECHNOLOGIES, Costa Mesa 4/07–present

Web Designer/Art Director

Art direction, concepting and production of various web sites | Site architecture, application of marketing techniques and search engine optimization | Brand identity and logo creation for various clients across wide range of fields | Worked daily with senior programmers on sites from e-commerce to non-profits

RAUXA DIRECT, Costa Mesa 4/05–3/07

Graphic Designer

Design and production of layouts for direct mail | Preflight and release of files for final output | Image manipulation and retouching | Art direction and concepting

RSM EQUICO, Costa Mesa 2/03–3/05

Graphics Specialist

Designed brochures, posters, direct mail and presentations | Developed and maintained multiple PowerPoint files, mostly custom templates | Scanning and photo retouching

SAATCHI & SAATCHI L.A. 1/02–9/02

Jr. Production Artist/Intern

Collaborated on creative concepts, copywriting, and ad placement for clients | Designed internal flyers and promotions | Assisted studio with finishing of presentation materials for client meetings