



GRAPHIC DESIGNER

ANTHONY URQUIDEZ



PROFILE

Graphic designer with 10+ years of experience in logo, brand, and print design. Skilled at Adobe Creative Suite as well as photography and video production. Recent accomplishments include 10,000 production projects completed with 99% accuracy. Looking to make a positive impact and become an integral part of a creative team.



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SKILLS

PROFESSIONAL

Skills

- Pre-Press File Preparation
- Branding
- Logo Design
- Photography
- Video Production

- Motion Graphics
- Audio Production
- Apparel Design
- Packaging Design
- Squarespace

TECHNICAL

Skills

- Adobe Indesign
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects

PERSONAL

Skills

- Critical Thinking
- Teamwork
- Leadership
- Attention To Detail
- Problem Solving

WORK EXPERIENCE

Graphic Artist 2015 - Present

Harbor Distributing, Huntington Beach CA

- Designing signage, advertising and marketing materials for various import, domestic and craft beer brands including Constellation Brands, Heineken USA, Molson Coors, and Boston Beer.
- Create and complete finished electronic pre- and post-press production of graphic design materials (such as, but not limited to, full price and sale store signage, print pieces and wide format marketing materials)
- Complete graphic projects incorporating images (logos, product images, etc.) to create advertising/marketing materials, making edits/corrections, generating final hard copy and proofing for accuracy, color and quality.
- Manage problem solving for proper file preparation, font replication, color breaks, bitmap densities/enlargement, and conversion of art images.
- Responsible for graphics production, including substrate loading, pre-flight, scanning, optimizing, outputting & proofing artwork.
- Manage a steady stream of production and graphics related details under specific time constraints
- Design original pieces, including logos and compelling on-brand graphics for promotional materials and displays
- Guide and advise fellow employees in both the creative process and client management to foster stronger working relationships and solutions (graphic designers, interns, etc.)

Freelance Brand Designer & Strategist 2012 - Present

Urquidez Design Co., Corona CA

- Facilitating brand strategy discovery sessions in order to define client's brand, target audience, and revenue opportunities
- Work with clients to identify their pain points and prescribe graphic design based solutions.
- Creating, establishing, & maintaining visual branding and logos in order to better connect the customer with the client.

Graphic Designer 2010 - 2013

Boondocks Pub & Grill, Corona CA

- Develop compelling imagery concepts for advertisements.
- Create digital files for social media & maintain monthly calendar.
- Prepare files for various forms media including Screen Printing, Full Bleed Printing and Digital Billboards

VOLUNTEER WORK

The Leela Project

Non Profit Organization
Graphic Designer
2017 - 2021

INTERESTS

Writing

Travel

Photography

Sports