

J. EDWIN GIRALDO

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TOOLBOX

- Bilingual in English and Spanish, both verbal and written
- Photoshop CC
- DreamWeaver CC
- Image Ready CC
- Illustrator CC
- InDesign CC
- HTML - XHTML - HTML5 & jQuery
- Cinema 4D
- Microsoft Office/PowerPoint
- Keynote
- QuarkXpress 7
- Publisher
- Product Photography
- Mac and Windows platforms

SUMMARY

Graphic designer with very strong design experience ranging from packaging and promotion to collateral and identity systems. Provided graphic design abilities to a national motor oil and automobile products manufacturer to create nationally-syndicated product packaging and promotional materials for work seen on the shelves of major big box retailers including Walmart, Kmart, AutoZone, NAPA, O'Reilly's, and gas stations nationwide. Freelance portfolio includes long-form projects, Web Design, CD designs, and collateral for nonprofit and corporate organizations.

EDUCATION

- Art Institute of Chicago/Schaumburg - 2006 - Advertising/Graphic Design
- I.A.D.T/Chicago - 2005 - Advertising/Graphic Design
- Atlantic College/Puerto Rico - 2004 - Advertising/Graphic Design

EXPERIENCE

- iThinkSchool.com 04/12 - Present (Freelancer)**
 - Development and design of fantasy worlds, print design and Social Media integration/management.
 - Developed and designed fantasy worlds for interactive website targeting children ages 5 - 9 years old
 - Trade show graphics including HTML splash presentation page, flyers and stationery design
 - Social Media design management and integration including E-Newsletters and Social Media campaigns
- Any Climate HVAC 01/12 - 08/13 (Freelancer)**
 - Creation, development and implementation of new branding guidelines and Social Media integration.
 - Logo creation, stationary and vehicle wraps redesign
 - Website & Social Media design and integration
- RSSS - (We Are One) 08/11 - 12/11 (Freelancer)**
 - Development of art for book cover, apparel, and digital media giveaways and promotions.
 - Book cover, poster, brochure, flyers, and download cards (music)
 - Apparel Design
- Elite Communications 04/11 - 07/11**
 - Creation and development of capabilities presentation, website support and multimedia.
 - Coding capabilities presentations into HTML and jQuery from Flash
 - Logo creation for Navistar Custom Products and support in brochure creation for bioMérieux
- Old World Industries 04/08 - 11/10**
 - Creation and development of packaging and promotional materials for a variety of products including Motor Oil, Wiper Blades and electronics for companies such as AutoZone, O'Reilly, Canadian Tire, Walmart and HomeDepot.
 - Development of packaging and sample preparations
 - Product photography
 - Development of marketing material for vendors