

rafael **armstrong**

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Summary

Mid/Senior-level graphic designer experienced in branding, packaging, art direction, print production and creative design for web, with the ability to translate client-side information into creative, cost-effective solutions, using advanced knowledge of industry-standard software packages. Native fluency in Spanish.

Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat
- Adobe Fireworks
- Adobe Dreamweaver
- Quark XPress
- MS Office
- HTML and CSS
- WordPress

Experience

Graphic Designer
2008-2010

Rafael Armstrong Creative Design

Work on freelance and consulting basis developing logos, corporate identity, packaging, and advertising materials for print and web use.

Senior Graphic Designer
2006-2008

Footstar/Meldisco

Worked as senior-level graphic designer in Marketing and Creative Services creating and executing all print and web initiatives for use throughout footwear departments in Kmart stores nationwide. Served as lead on all packaging, web and Spanish-language initiatives.

Freelance Production Artist
Aug-Oct 2005, Jan-Mar 2006

Macy's Merchandising Group

Assisted design team in graphic production of packaging, display and collateral materials for all Macy's private-label brands. Created diagrams and illustrations for printer use, as well as comps and press-ready mechanicals.

Freelance Designer
Oct 2005-Jan 2006

Horizon Group USA

Scanned, color-corrected and retouched product photography for use on point-of-sale pricing displays. Designed and laid out sell sheets.

Production Manager/
Graphic Designer
2002-2005

Millennium Graphics & Design

Coordinated monthly print runs of one million+ circulars, newspaper inserts and point-of-sale materials for local and national bedding and furniture retailers. Designed custom ads and ad templates. Supervised team of graphic artists and freelancers. Proofread and pre-flighted jobs prior to releasing files for print.

Education

Upsala College

Bachelor of Arts, 1995