

Roberto Alvarez ❖ Graphic Designer

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(408) 837-1383 ❖ San Francisco Bay Area

WORK EXPERIENCE

Hogarth Worldwide

2022 – Present

Photoshop Screen Artist

Sunnyvale, CA

- Used Adobe Photoshop to create high-quality digital assets for a major Silicon Valley tech company.
- Worked as part of a team working on numerous high-visibility projects with extremely high volumes and tight timeframes. Adhered to established production process for consistency across UI variations.
- Used path-based vector graphics to develop and edit digital assets in Photoshop and Illustrator.
- Proficiently used complex layer structures, layer styles, and effects to accommodate client-specific requests.
- Managed digital file organization to ensure effective access and collaboration within projects.
- Collaborated with multiple teams across the company in a professional work environment while learning new skills and adapting to new production tools, effectively communicating technical issues and resolving them.
- Assisted in the training of new team members, familiarizing them with project scope, software, and tools.
- Developed documentation and assisted in creating new workflows in proprietary software to improve team efficiency.

Freelance Graphic Designer

2018 – 2022

- Managed a variety of projects across multiple media fields, from initial concept to production and delivery.
- Graphic Design:
 - Conceptualized and produced high-quality advertising and marketing materials for clients across print and digital mediums (such as: web/mobile, flyers, brochures, presentations, etc.).
 - Created user-centered designs by understanding client's goals and requirements. Assisted clients with project requests, revisions, and changes.
- UI/UX Design: Assembled visual prototypes and mockups through sketches and comprehensive wireframes.
- Web Design: Designed fully functional, personalized, responsive websites for clients.
- Branding Identity:
 - Developed visual identity and branding for companies without online presence.
 - Designed unique aesthetics and visuals while being consistent with clients' branding and visual style.
- Photo Editing: Edited and retouched portraits and product photography at clients' behest, with emphasis on enhancement, color correction, and/or photo manipulation.
- Worked closely with clients throughout the entire process to deliver satisfactory, custom-built products.

SKILLS

- 6+ years of graphic design experience
- Extensive experience with industry-standard design software (Adobe Photoshop, Illustrator, InDesign)
- Experience with creating vector graphics and consistent UI elements
- Excellent skills in building digital assets for advertising and marketing
- Proficiency in front-end web development (HTML, CSS)
- Solid understanding of responsive web design and modern design principles
- Experience in working with UI/UX design wireframes and prototypes with the use of Figma and Sketch
- Thorough knowledge of photo editing workflow, color correction, and photo manipulation

EDUCATION

Golden State Baptist College

Bachelor's Degree in General Studies, Media

Graduated 2021

Santa Clara, CA