

Oscar T. Valdes

Areas or expertise

- Multimedia graphic designer
- Mac, PC, FTP, HTML, IT
- Adobe CS4, Microsoft Office
- Leadership, Team building
- Bilingual in spanish
- Pre-press expertise
- Detail oriented
- Consultative approach
- Online & print marketing
- Vinyl design/cutting/applying
- Photo and videography
- Budget conscious

Experience

2005-Current **Austin American Statesman (ahora si!)** **Austin, TX**
Design Editor

- Layout designs of a weekly newspaper of 32-40 pages for both editorial and advertising
- Collaborate with marketing staff for online advertising as well as promotions and sponsorships in print
- Design ad specs from clients ranging between national and local businesses
- Develop interactive elements and enhance site content with photo galleries, news and special sections
- Market ahorasi.com through social networking sites like twitter and facebook to increase traffic
- Photography, voice over for tv & radio, video shooting and editing

2007-2009 **Kross Media (NU magazine)** **Austin, TX**
Publisher/Editor/Designer

- Published a weekly online magazine focused on independent artists in a simple yet graphically enjoyable, easy to read magazine with music embedded
- Marketing and branding of NU magazine through local and national audience (Web & Print)
- Maintain a budget and focused on increasing online traffic through social networks
- Assign, manage, & edit articles from freelance writers & photographers

2004-2005 **Rumbo Newspaper** **San Antonio, TX**
Graphic Designer / Assistant Photo Editor

- Layout design for hard and soft news
- Photo editing & color correction for approximately 40 pictures per day
- Photography assignments to complete page layouts
- Contributed in the core design style & templates for 203 issues uncluding prototypes at start-up

2001-2004 **BCT San Antonio** **San Antonio, TX**
Graphic Designer

- Formatted files to have them ready for printing
- Customer support (Spanish and English)
- Kept 400+ clients happy by assisting them through the design process and their needs
- Completed 150+ orders a day, some same day orders
- Color separation, color correction (Pantone Color Matching System), print to plate and quality control

Temporary jobs (extra experience)

- Package Handler, UPS, San Antonio Airport
- New accounts department, Citicorp, San Antonio
- Vinyl designer, Fast Signs, San Antonio
- Package Handler, FedEx, Austin Airport
- Account Services, Wells Fargo, San Antonio
- Customer Service, Kinkos, Austin

Education

Dec 2007 Poynter Institute St. Petersburg, FL
Visual Journalism

1997-2000 ITESM Monterrey, Mexico
Graduated with degree in bilingual business administration