

November 11, 2021

The HRD Manager  
Z Networks  
1515 E Tropicana Ave  
Las Vegas, NV 89119

Reynaldo Ruiz  
4620 Stoddard Ave  
Las Vegas, NV 89110

Dear Hiring Manager,

I intend to fulfill Z Networks' graphic design position for your new Las Vegas headquarters. Upon careful review of the requirements, I know I am the suitable person for the job.

I have confidence in bringing solutions and efficiency utilizing marketing based- creative design for brand and product communications and promotions. I believe this aptitude is well suited for the tasks you outlined in the post.

My career spans over many years developing and problem-solving the complex task of bridging communications gap in a corporate setting that require audio and visual presentations beyond the norms.

I have trust in my proficiency in the IT industry and I have exploited every possible means to develop audio-visual solutions to fulfill and bring forward clear, concise business communications for every work agenda.

I look forward to meeting you in person to further discuss the many possibilities and problem-solving skills I can deliver for Z Networks.

Please feel free to click on embedded links on the preceding resumé to direct you to some of my present and past accomplishments that outline some of the career defining moments I fulfilled in the many years I have worked, breathed and lived design.

Yours most sincerely,

Reynaldo Ruiz

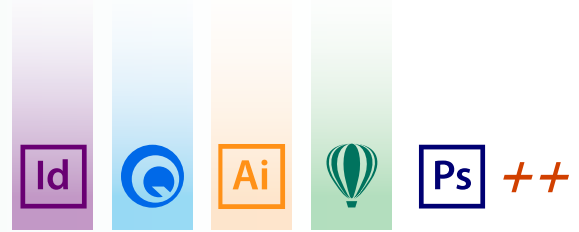


## REYTO RUIZ

*Design / Pre-press / Machine Operation*

reytoruiz@yahoo.com

510-850-8010



*August 2021 - Present*

**Pre-press Operator / Graphic Designer**

[www.FranklinPrints.com](http://www.FranklinPrints.com)

**Franklin Printing Co. - 702-384-2679**

**Austen Gardner - Owner/CEO**

**Digital / Offset Print Pre-press**

*Direct supervision and operation of print tasks, problem solving, conflict resolution and compatibility issues :*

- Using Adobe Acrobat Pro and the [Quite Imposing Plug-in](#), check print file integrity for color conflicts, text and grammar misspellings and errors, trim lines, bleeds and compare final PDFs with client approved proofs.
- Compare necessary ink and paper supplies with required job order.
- Operate RIP softwares ([Wasatch](#), as well as [Ricoh](#)'s proprietary print software) to produce offset-quality short runs like flyers, booklets, manuals, postcards and mailers, posters, restaurant menus, event guides.
- Operate and maintain Epson 9700 series wide format inkjet printer using [Caldera](#) rip software to produce large prints on various substrates for both indoor and outdoor use.
- Proper operation and maintenance of print hardware to avoid printer head clogs, paper jams and print errors.
- Clean printer heads with witch hazel/water solution if necessary.

*Graphic design tasks :*

- Design, color correction and reduction for correct quantity and quality output.
- Produce visual mockups / electronic art files for client proofs.
- Prepare print ready PDF files for digital
- Website maintenance including UI/UX updates, marketing and promotional content creation

*April 2020 - August 2021*

**Freelance - Upwork**

[Upwork.com](https://www.upwork.com)

**USA - Global**

**Website Developer / Graphic Design**

*Multiple involvement in graphic design related freelance work*

- Via telecommute / online video and messaging conference

*Design, development, problem solving, conflict resolution and compatibility including :*

- Developed garment templates and sewing patterns for overseas client base.
- Design, color correction and reduction for proper paper-to-fabric workflow.
- Produce visual mockups / electronic art files for client proofs.
- Resolve fabric to art file conflict.

*Marketing and communications development and support :*

- Develop seasonal and targeted promotional campaigns for online distribution.
- UI/UX lead design and content creation for Wordpress and Shopify webstore including but not limited to product photoshoots, thumbnails and description.

August 2017 - April 2020



**LV Fashion Collab**

**LV Fashion Collab**



6320 McLeod Drive, Las Vegas, NV ~ Closed

### LEAD GRAPHIC DESIGNER & COLOR SEPARATOR

*Develop time sensitive print graphics fit for customer needs :*

- 4 to 9 Color Silk-screen printing and embroidery.
- Working visuals based on customer's verbal and hand-drawn descriptions.
- Produce print worksheets / visual mockups to initiate job orders and workflow.

*Problem solving, resolve conflicts and compatibility including:*

- Color corrections and reduction for proper film-to-print workflow.
- Design and overall layout adjustments and corrections.
- Coordination with production department especially on halftone/mesh compatibility.

February 2017 - August 2017



**T Expressions Designs**

**T-Expressions Printing**



North Las Vegas, NV ~ Closed

### COLOR SEPARATOR

*Develop time sensitive print graphics fit for customer needs :*

- 4 to 9 Color Silk-screen printing and embroidery.
- Working visuals based on customer's verbal and hand-drawn descriptions.
- Produce print worksheets / visual mockups to initiate job orders and workflow.

*Problem solving, resolve conflicts and compatibility including:*

- Color corrections and reduction for proper film-to-print workflow.
- Design and overall layout adjustments and corrections.

### SALES & MARKETING SUPPORT

*Website UI/UX Development, Content Marketing :*

- Proficiency in Wordpress, Google Analytics and SEO management to create visually appealing landing pages and online information distribution.
- Create timely marketing campaigns through the use of graphics and copywriting consistent with current online social media based marketing initiatives.
- Facilitate telephone and web based customer inquiries.

2003 - 2016



**Elanchrom PrintExpo**

**facebook.com/Elanchrom-PrintExpo**



Manila, Philippines

### VISUAL COMMUNICATIONS SPECIALIST

*Large volume production involving paper and other substrates*

- Hands on operation/supervision of large format ink printers, laminators, laser cutter and heat press machines.
- Ensure proper operation of pro graphic softwares and industry standard RIP for high volume printing.
- Design, development, problem solving, conflict resolution and compatibility.

*Marketing and communications development and support:*

- Developed seasonal and targeted promotional collaterals using multiple substrates for point of purchase sales displays, exhibits and outdoor advertising.
- Direct involvement in client communication for project brief and file compatibility.

#### REFERENCES:

**Travis Abac**

CEO / Owner

**Kotton Kings**

702-324-5291

**Adams Decambra**

CEO / Owner

**Aloha Dye Sub**

702-756-4860

**Gabriel Meyers**

CEO / Owner

**3Nuts Printing**

702-795-3688

**AV-Production**



**Youth Sports Community**



ADDITIONAL WORK EXPERIENCES AND REFERENCES TO BE SUPPLIED AS NEEDED.