

Ronald R. Reyes
Creative/Art Director
Graphic Designer/Artist
Marketing/Advertising Specialist
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<https://www.facebook.com/AftergloXpressions>

WORK EXPERIENCE

DESERT DIAMOND INDUSTRIES

April 2019- April 2020

Creative/Marketing Director

Responsible for all design, marketing, and advertising media for all the company advancement. Creating Social Media presence to overpass all Television and Radio media and eliminate extravagant costs. Developing all marketing media and advertising. Directed Team of Designers, designed all event and marketing media. Las Vegas, NV

UPPER V CAPITAL/MYSHAPELIPO

February 2017 -April 2019

Senior Digital Marketing Executive

Designer/ Corporate Accounts

Design and production of all special event and marketing media for local and nationally owned properties and corporations.

Primarily MICROSOFT Corporation.

Overseeing the complete process from design to production.

Communicate with clients and Account Executive as to correct process of exhibit completion. Seattle, WA

FREEMAN CORPORATION LAS VEGAS

May 2011- November 2013

Sr. Corporate Designer

Produce layouts for approval of clients and Account Executives.

Prepare Graphic artwork for production. Overseeing the complete process from design to production. Communicate with clients and Account Executive as to correct process of exhibit completion.

Las Vegas, NV

State of Nevada Division of Tourism-Museums and Natural History

Exhibit Preparator II/Sr. Designer/Web Admin. Aug. 2010-April 2013

Produce layouts for approval of clients and Account Executives. Prepare Graphic artwork for production. Overseeing the complete process from design to production. Communicate with clients and Account Executive as to the correct process of exhibit completion.

HERBST CORPORATION

Feb. 2005 – Aug. 2010

Sr. Creative/Graphics Designer

Las Vegas, NV

Design and production of all special event and marketing media for local and nationally owned casinos, properties, and corporations.

Design and produce art and copy layouts for material to be presented by visual communications media, such as brochures, all signage including Billboards, emails, flyers, catalogs, technical manuals, quarterly and monthly magazines, quarterly marketing presentation for all Herbst properties print advertising, promotional materials, email blasts, vehicle wraps, web design and banner ads and more.

AfterGlo Xpressions

2004 – 2011

Las Vegas, NV

Creative/Graphics Designer/Proprietor

Freelance, various large corporate structures

Desert Design Group

Mar. 2001 –2004

(MGM, Mirage, Bellagio, Mandalay Bay, Rio Hotel Venetian) Las Vegas, NV

Creative/Art Director: Directed Team of Designers; designed all special event and marketing media for local and national casinos and corporations. Helped create an extra \$8 million in revenue for company.

MGM/Mirage Events

2000 - 2002

(MGM, Mirage, Bellagio, Golden Nugget, Treasure Island) Las Vegas, NV

Special Projects Artist: Creative/graphics designed; produced all special event and marketing media for local and national casinos and corporations.

Wren Technologies

2000 - 2000

Albuquerque, NM

Business Owner/President

Marketing, Advertising and Web Site Development.

American Properties Management Corp.

1999 - 2000 Albuquerque, NM

Senior Art Director (Marketing/Advertising): Lead team of designers in designing and producing all advertising and marketing media for 120 Hotel/Hospitality properties.

Purchase Pro International

1997 - 1999

Las Vegas, NV

Senior Designer: Responsible for all design, marketing, and advertising media for all the corporation advancement. Created the corporate image from inception. Developed all marketing media and advertising, including magazine design. Managed 20 direct reports with 600 personnel

SPECIAL SKILLS

All Graphic Design Media Production. Film and digital productions and coordination of photoshoots. Full knowledge and experience with Macintosh Systems and all supporting software, specializing in Adobe Suite/Cloud - Photoshop, Illustrator, InDesign, After Effects, Dreamweaver, Image Ready, Pagemaker, Macromedia Freehand, Multi-Ad Creator, Quark Xpress, and most multi-Media software. Full knowledge and experience with IBM/PC and compatible systems including Microsoft apps such as Word, Access, Excel, Publisher, PowerPoint, Binder, and most other supporting software, specializing in FrontPage, Corel Cad, and

Corel Photopaint. Animation experience includes Bryce 3D, Lightwave, Ray Dream Studio, Strata Studio Vision, 3D Studio Max.

Internet literate, Web Design experience, including Dreamweaver, Microsoft FrontPage, Web Weaver, Macromedia Suite. Business Management background, including accounts payable and accounts receivable, time management, inventory control, and all aspects of Business, Marketing Management, and Promotional Procedures. Some experience in television and video animation. Well-versed in today's Social Media advertising growing opportunities in all formats, including Google analytics, sheets, drive, and most other apps. Familiarity with all UX/UI design platforms.

EDUCATION

Bachelor of Arts Degree in Graphic Design - New Mexico State University

Bachelor of Business Degree in Marketing, Advertising and Management - New Mexico State University

Associate of Science in Psychology - New Mexico State University

ACTIVITIES

Member: Las Vegas Chambers of Commerce

Prior Member: Greater El Paso and El Paso Chambers of Commerce, El Paso BBB

Prior Member: Albuquerque Chambers of Commerce

Prior Member: Secretary, Students in Design, New Mexico State University

Awarded George Bush National Electoral Campaign CD-ROM Production Athletic background

REFERENCES

Trevor Schmidt	CEO/Owner – MyShapeLipo	818-571-6311
Deinna Charee	Marketing Director – MyShapeLipo	702-809-1738
Bill St George	Vice President - Las Vegas Athletic Club	702-379-5268
Terrance Bryant	Account Executive – Freeman, Las Vegas	702-491-2835
Bob Videan	Teacher - Las Vegas School District	702-587-9726
Lou Martinez	Las Vegas Entertainer	702-321-9009
Bobby Gutierrez	On Air Personality – New Mexico	575-636-0007
John Katsalomites	Editor/Journalist - Greenspun Media	702-892-9812