



REYTO RUIZ

Design / Pre-press / Machine Operation

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August 2021 - Present

Pre-press Operator / Graphic Designer

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.