

Ronald R. Reyes
Creative/Art Director
Graphic Designer/Artist
Marketing/Advertising Specialist

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Las Vegas, NV 89103

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<https://www.facebook.com/AftergloXpressions>

Excellent problem solver, strategic thinker, and effective communicator; the kind of person who takes the initiative and is proactive. Professional, customer-focused attitude, strong attention to detail, excellent presentation skills as well as the ability to prioritize multiple projects while meeting deadlines. Design agency or in-house design group experience. Able to execute and supervise projects from concept to production.

- Creative visual solutions including concept, design, photography, and production for a wide variety of projects including special magazine supplements, proposals, marketing, collateral and advertising and any other design-oriented production.
- Ability to interface with the internal publishers, editorial staff, sales staff, and project coordinators but outside clients and agencies as well.
- Highly creative, verbal problem solver, capable of controlling the creativity of many varied projects. Ability to design within the guidelines and budgets of each individual project and because many of the clients are diverse, they will establish an individual style for each piece.
- Extensive leadership skills with the ability to create a winning creative environment to produce the most efficient and award-winning team.
- Conceptions in a variety of mediums for direct response advertising.
- Develop strong concepts and designs for a variety of programs.
- Partner with copywriters and collaborate with colleagues.
- Provide clear direction within your team.
- Stay on top of emerging trends. Especially in the new growing social media platforms.
- Contribute your ideas and work as part of an integrated, multi-discipline agency team.
- Effectively sell ideas both internally, and with clients.
- Juggle projects from current client roster and new business pursuits.
- You should be conceptual and be able to push the envelope creatively while also following a brand guideline.

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

Responsible for all design, marketing, and advertising media for all the two corporations encompassed advancement. Creating Social Media presence to overpass all Television and Radio media and eliminate extravagant costs. Developing all marketing media and advertising. Las Vegas, NV

AFTERGLO XPRESSIONS

March 2014- PRESENT

Owner/ Designer

Responsible for all design, marketing, and advertising media for all the two corporations encompassed advancement. Creating Social Media presence to overpass all Television and Radio media and eliminate extravagant costs.

Developing all marketing media and advertising. Developing a UX/UI platform you can save and follow as a application Las Vegas, NV

FREEMAN CORPORATION SEATTLE

November 2013-

March 2014

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

Aug. 2010-April 2011 **Exhibit**

Preparator II/Sr. Designer/Web Admin.

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.

HERBST COPORATION

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 photo shoots. 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, Power Point, Binder, and most other supporting software, specializing in Front Page, 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 Front Page, 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.**

EDUCATION

Bachelor of Arts Degree in Graphic Design - 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
Dianna Barefield	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