

REYTO RUIZ

Design / Pre-press / Machine Operation reytoruiz@yahoo.com
510-850-8010

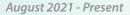












Pre-press Operator / Graphic Designer

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

Fre

Freelance - Upwork

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.



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 Adams Decambra Gabriel Meyers AV-Production CEO / Owner CEO/ Owner CEO / Owner **Kotton Kings** Aloha Dye Sub **3Nuts Printing** 702-756-4860 702-324-5291 702-795-3688

Youth Sports Community

ADDITIONAL WORK EXPERIENCES AND REFERENCES TO BE SUPPLIED AS NEEDED.