

JOHN J. TAVITAS

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EXECUTIVE SUMMARY

Addy Award Winning Art Director with formal training and certification as a UX/UI Designer with a broad range of skills that include the ability to:

- Utilize state-of-the-art applications and skills to create visual designs that engage consumers, increase revenues, create branding as well as conceptual design and creative direction.
- Provide Usability Testing, User Interface Design, User Journey Mapping, User Research and Personas, Wireframing, and Prototyping.
- Create and manage Websites using HTML, CSS, and JavaScript.
- Conduct comprehensive research of competitive activity, historic sales, and industry trends to gather information used to solve problems in the UX world.
- Work with senior management and outside agencies to develop marketing strategies and programs that achieve specific objectives.
- Optimize the use of tools that include Adobe After Effects/Animate/Illustrator/InDesign/Photoshop/XD; Bootstrap, CodePen, Figma; GitHub, InVision, Miro, and Visual Studio.

CAREER ACCOMPLISHMENTS

VISIONWORKS OF AMERICA, San Antonio, Texas 2016 – Present
Art Director – Conceptualize, design, and present marketing campaigns for Product Launches, POS offers, and In-Store Branding for the company's 500 retail stores throughout the United States.

- Collaborate with senior management to review data from a variety of sources to create multilevel marketing that includes Website information, print campaigns, direct mail, and instore information brochures.
 - Use a variety of data sources to identify consumer trends and create marketing solutions that drive new business.
- Played a key role in enhancing marketing that included:
 - Collaborating with the Social Media Manager to create social media stories used on Facebook, Instagram, and Pinterest. Authored the script, created story boards, and art directed the video shoot.
 - Creating signage that provided information on the lenses offered by the company. Utilized human centered design with the customer and store associates in mind and simplified the experience of choosing the appropriate lens for the customer's vision.
 - Working closely with the Lens Department to develop the branding and campaign launch for **Smart Screen Blue Light Lenses**.
 - Art directing the model photoshoot – collaborated with a photographer and stylist to create model photos used in store signage and advertising pieces

ARCHDIOCESE OF SAN ANTONIO, San Antonio, Texas 2016
Graphics Coordinator – Contract position that involved enhancing the proofing processes, creating Emails, managing the Website, and creating flyers.

- Designed the Emails for the Department of Pastoral Ministries and managed the graphics for the department's landing pages.

SECURITY SERVICE FEDERAL CREDIT UNION, San Antonio, Texas

2010 – 2016

Senior Graphics Designer – Promoted to this position in 2011 and supervised a team of three Graphic Designers.

- Successfully accommodated the growth of the Graphic Design Department and handled the hiring and training of new team members.
- Collaborated with an outside agency in the planning and production of television and radio commercials.
- Managed the creative imagery and graphics used on the website
- Designed print materials used for informational flyers and other marketing materials that included:
 - Working on high profile projects that included the annual report, redesign of the business suite (business cards, letterhead, envelopes, thank you cards), wall plaques and presentations that involved coordination/approval by Executives and Board of Directors.
 - Redesigning the debit and credit cards and the campaign launch creative for the new cards.
 - Functioning as Project Manager for the marketing aspect of the rollout for print on demand debit cards including the design of the cards, product testing the cards, and the campaign launch creative.
 - Leading the marketing aspect for the rollout of digital wallet cards including the design of the cards and the campaign launch creative.
- Used HTML to create graphics used for Email campaigns and direct mail campaigns.
- Developed internal process improvements that streamlined the proofing processes and facilitated meeting deadlines.

HEB, San Antonio, Texas

2007 – 2010

Senior Graphics Designer – Initially hired as a Production Artist and promoted to Senior Graphics Designer in 2009.

- Managed graphics production and graphics for HEB's Mi Tienda weekly bilingual store ad.
- Developed the creative direction and creative for the initial release of HEB's recyclable shopping bags by leveraging existing affiliations with Texas area universities.
- Collaborated with a Photographer and Food Stylist to produce photos that were used for in-store banners, ads, magazines, and flyers.
- Received two ADDY® Awards:
 - **Silver ADDY® Award** for Excellence in Education
 - **Bronze ADDY® Award** for Internal Partner T-Shirt Design
- Functioned as Project Manager for one issue of the company's *Showtime* magazine issues.

NUPRINTS, San Antonio, Texas

2004 – 2007

Graphic Designer – Created user specific logos that were printed on T-shirts. Worked with clients to create multicolored designs.

EDUCATION

Professional Development:

- UX/UI Certificate, The University of Texas at San Antonio
- Completed several Graphic Design Courses at San Antonio College

Pursued a Bachelor's degree in Computer Science and completed preliminary undergraduate courses from St. Mary's University, San Antonio, Texas.