

LANGUAGES

English

Fluent Read, Write and Speak

Spanish

Read, Write and Speak Fluent

RECOGNITIONS

BMA Lanern Award

Business Marketing Association of Houston

Capabilities booklet 2015

Graphic Excellence Award

Best of Category (offset print) 2015

Graphic Excellence Award

Best of Category (digital print)2015

Graphic Excellence Award

Digital Division - Gold Award 2015

Graphic Excellence Award

Division 1 - Best of Division 2015

BMA Lanern Award

Business Marketing Association of Houston

Product, Equipment or parts catalo 42

Outstanding Advertising

Kitchen & Bath Design News 2011

KBIS

Best of show exhibit design

Las Vegas 2011 Chicago 2010 **Atlanta** 2009

SignetResearchInc.AdStudy®Award

Interior and Sources 2009

PERSONAL DETAILS

Title	Art Director	Phone	832.370.7322
Online Portfolio	www.behance.net/efren-cavazos	E-mail	efren.cavazos@gmail.com

OBJECTIVE

Progressive designer with 15+ years of graphic design experience combined within corporate marketing, product production, design agency and freelance environments. Seeking Art Director position with an agency or large company.



SKILLS

- A solid PORTFOLIO confirming at least 15 years of hands-on industry experience
- Advanced InDesign, Photoshop, and extensive Illustrator design skills
- Strong typography understanding
- Strong screen layout and visual design
- Solid grasp of color theory and palettes
- Acute attention to usability
- Content driving design mentality
- Rapid design prototyping
- Ability to conceptualize multiple unique designs within a tight time frame
- Sound knowledge of platform limitations
- Firm understanding of web production and graphic optimization



EXPERIENCE

Art Director

Schlumberger

July 2013 - Present Houston, Texas

Work alongside Marketing Communication managers to produce business to business product marketing materials.

- Agency work relationship, work closely with designers and copywriters within segment
- Design development and execution of multichannel marketing programs
- Maintain job folders and documentation
- Coordinate creative strategy, production specs and budget
- Maintain team workload awareness to prioritize activities
- Coordinate and attend photo-shoots

Art Director

October 2008 - June 2013

Cosentino North America

Stafford, Texas

Work alongside senior management to produce milestones and deliverables, assessing user experience needs and coordination of production resources.

- Work in a collaborative team environment with marketing director, freelance graphic designers and copywriters
- Contribute toward concept development, design and execution of multichannel marketing programs
- Present and collaborate final layouts
- Maintain job folders and documentation

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SOFTWARE

Mac OsX & Windows

Strong cross-platform knowledge

Adobe® InDesign CC

Print, pre-press, interactive, GREP and nested styles

Adobe Illustrator CC

Illustration, identity, icons

Adobe Photoshop CC

Print, web, photo-manipulation

Adobe Bridge CC

Customimagesizing,PDFwatermarks

Adobe Dreamweaver CC

HTML, XML, CSS, javascript

Adobe Fireworks CC

Bitmap and vector graphics

Project Management Software

Creativeprojectmanagement,emails,meetings, calendars, contacts, notes

Microsoft® Office

Word, Excel, Powerpoint, Outlook

FTP software

Upload and download content

- Revise and approve projects at all stages
- Coordinate creative strategy, production specs and budget
- Help set direction for client meetings
- Present creative concepts and sell direction to senior management
- Maintain team workload awareness to assist the marketing director in prioritizing activities
- Manage internal and external photo shoots and manage budget, props, location, etc
- Provide direction to and supervise freelance graphic designers

Sr. Graphic Designer

Morris Architects

October 2001 - September 2008

Houston, Texas

Worked closely with the Marketing Director, Architects, and Interior Designers to conceive original designs and marketing concepts used in brochures, pamphlets, fliers, and Environmental Graphics.

Contributed to customer-facing publicity campaigns, assisting Art Director and Production Manager with photo shoots / projects, press proofing, and 2-D graphic design.

A partial list of clients include:

- American Institute of Architecture
- Heights Church of Christ
- Houston Chapter of IFMA
- Houston Downtown Management District
- Lakewood Church

- Memorial® Hermann Hospital
- St. Luke's® Episcopal Hospital
- The Houston Community College System
- The Methodist® Hospital System®
- The University of Houston M.D. Anderson Library

Graphic Designer

DG Studios

November 1999 - August 2001 Houston, Texas

Responsible for creating and executing a variety of marketing materials including but not limited to point of sale, direct mail, print and web ads, trade show graphics, brochures and logos.

Immersed in public and private sector graphic projects with a large responsibility for design development and execution of a variety of print designs.

A partial list of clients include:

- Continental® Airlines
- Fall Creek
- Federal Reserve Bank of Chicago
- JPMorgan Chase & Co.
- Louisiana State University

- Penn State University
- Smithsonian
- The City of New Orleans
- The Floyd and Kathleen Cailloux at Gladney Visitor Center

EDUCATION

Associates Degree of Applied Science in Graphic Design

Art Institute of Houston

May 1997 - August 1999 Houston, Texas

General Studies

San Jacinto College

May 1996 - April 1997 Deer Park, Texas