

# DEXTER VALENCIA

San Leandro, CA | dextervalencia17@gmail.com

## ACCOMPLISHMENTS

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### *The Catholic Voice*

- Created Advertisements for Pilgrimage Campaign that help increased yearly revenue by 20%
- Placed top three every other year in *Catholic Press Awards*

### *San Francisco Examiner*

- First task under new management was to redesign the look of the paper
- Design director for SFMOMA's "The Steins Collect" event booklet
- Made top 10 in the nation from Newseum.org for Steve Jobs tribute front page

### *Tri-Valley Herald*

- **Award:** Received an honorable mention for Page Layout and Design in 2005 from the *California Newspaper Publishers Association*
- Promoted as a weekend Senior News editor to oversee production team of 24 co-workers
- Promoted to editorial design department after working as an Image Technician for a year and a half

## TECHNICAL SKILLS

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|---------------------|----------------------|--------------------------|-----------------------------|
| ▪ Photoshop CC      | ▪ Dreamweaver CC     | ▪ Responsive Design      | ▪ Digital/Flash Photography |
| ▪ InDesign CC       | ▪ Visual Studio Code | ▪ JavaScript/JQuery      | ▪ Working knowledge in      |
| ▪ Illustrator CC    | ▪ HTML               | ▪ Pitstop                | Microsoft Word              |
| ▪ Lightroom Classic | ▪ CSS                | ▪ Macintosh OS X 10.13.6 |                             |
| ▪ Acrobat Pro       | ▪ Bootstrap          | ▪ Windows 10             |                             |

## EXPERIENCE

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### *The Catholic Voice*, Graphic Designer/Website Manager 2/12 to 11/19

- Maintained and updated website with latest developments in the East Bay
- Designed the East Bay Diocese's bi-monthly newspaper
- Created advertisements up to clients specifications with tight deadlines
- Designed front cover and update yearly Diocesan Phone Directory
- Worked directly with press vendor to resolve issues with PDFs
- Photographed local events to accompany stories in newspaper

### *San Francisco Examiner*, Page Designer 12/08 to 2/12

- Redesigned the newspaper giving it a new bold look to follow publications new direction
- Design The San Francisco Examiner's front page, cover stories, news sections, features pages under multiple deadlines
- Color correct images to make them pop on news print, create graphics and charts to complement articles
- Created SFMOMA's "The Steins Collect" event booklet

### *East Bay Business Times*, Graphic Designer 5/07 to 10/08

- Lone graphic artist responsible for design, layout, graphic elements for weekly publication
- Developed design concepts and produced collateral for marketing events and supplements
- Collaborated with editorial staff to get ideas on producing a product with "bells and whistles"
- Assisted Production Manager with duties by verifying final PDFs with Pitstop, ensuring all ads and editorial content were print-ready, used Adobe Acrobat to correct any errors

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## EXPERIENCE CONTINUED

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*Business Financial Publishing*, Freelance Designer 12/07 to 10/08

- Completely redesigned three financial news publications
- Worked with managing editor on creating new look and style to better suit company's needs
- Created easy-to-use templates to use for monthly publication

*Alameda News Group*, 4/00 to 5/07

Tri-Valley News Editor 2/05, Assistant News Editor 4/04, Senior Page Designer 2/03

- On weekends, led a team of 25 designers and copy editors to create *The Oakland Tribune*, *Tri-Valley Herald*, *Hayward Daily Review*, *Fremont Argus*, *San Mateo County Times* newspapers
- Created fun to read Sunday centerpiece packages for use in all five publications
- Worked with Ad Services, IT, Prepress to solve pages, images, and ads issues
- Trained new employees on keeping with paper's style and limits on design

*Alameda News Group*, Image Technician 9/98 to 4/00

- Searched and pin-pointed best photo that tells the story for designers' pages
- Color corrected photos to make them vibrant on news print
- Accompany photographers and help shoot photo assignments

## EDUCATION

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*U.C. Berkeley Extension*, San Francisco

Full Stack Flex Full-Time 11/19 - ongoing

*B.A., California State University Hayward*, Hayward

Major: Digital Graphics and Multimedia 06/98

*Kelby Training*, Sacramento

Photoshop CS3 Power Session 10/07

InDesign CS3 Seminar Tour 2/08

Shoot Like a Pro: Reloaded (Photography) 8/16

Lightroom on Tour 8/17