



JAIRO RAZO

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REFERENCES AVAILABLE UPON REQUEST

MOTIVATION

“To give anything less than your best, is to sacrifice the gift.”

– Steve Prefontaine

METHOD

- × Research
- × Concept Development
- × Production & Delivery

ACCOLADES

- × GDUSA Magazine Cover, 2014
- × Kinetic Senior Exhibition, 2013
- × Luminate Senior Exhibition, 2014
- × EGMN Member of the Year & Essential Piece Award, 2010–2011
- × Published in the Aletheia Journal, 2012
- × Top 40 Semi-Finalist Records For Life Gates & Melinda Foundation, 2013
- × Deans List, Fall & Spring, 2011–2013

ORGANIZATIONS

- × The Professional Association for Design
- × El Gato Media Network, Board of Directors
- × Graphic Communication Student Association
- × National Association of Hispanic Journalists
- × UH Graphic Alumni Partnership
- × Houston Association of Hispanic Media Professionals

PROFESSIONAL DEVELOPMENT

- × HACE Leadership Academy, 2018
- × EGMN Board of Directors, 2015
- × AIGA National Conference, 2014
- × Houston Design Week, 2013
- × Creative Summit San Marcos, 2013
- × NAHJ Conference, 2013

COLLABORATIVE OUTREACH PROGRAM

RE(CYCLE) HUB

UH Design/Build Collaborative project funded by the Mitchell Center for the Arts as part of their CounterCurrent Festival, 2014

TECH STREET HOUSTON

A collaborative platform for the community to learn, share, showcase and promote their creative ideas, expertise, and technologies to bring innovation to Houston, 2013

BILL AND MELINDA GATES

Collaborative project with computer science majors involving concept development for immunization cards and an iPad app for the Bill and Melinda Gates Foundation, 2013

OBJECTIVE

To push the creative direction of any project assigned, while maintaining maximum client satisfaction.

EDUCATION

University of Houston
Bachelors of Fine Arts Degree
in Graphic Communications, May 2014

TECHNICAL SKILLS

Proficient in Adobe Creative Suite
(Photoshop, Illustrator, InDesign, Lightroom, Premier Pro, Bridge.etc), HTML & CSS, Wordpress, Canon 7D + Lenses, Atlassian Jira, RoadMunk, Sketch, Slack, Microsoft Suite (Excel, Word, Teams)

EXPERIENCE

P97 NETWORKS

INTERACTION DESIGNER, PRODUCT OWNER, 2018–2019

Explosive growth and a blitz-scaling approach, P97 has built a powerful mobile commerce and digital marketing platform ready to take on the world.

- + Evaluated the existing portal and developed a plan to update the accessibility issues to create a better product experience
- + Operated within an Agile environment and participated in scrum/waterfall process to write user oriented stories for developers
- + Facilitated integration with third party vendors to provide meaningful security features to the product

ORIGIN, INC

DESIGNER, 2014–2018

The general chaos of studio life requires quick thinking to heavy handed problems. The studio life is one of challenge and determination.

- + Execution of brand systems and print materials for clients such as annual reports, catalogs, ads, newsletters, promotional products and other physical production based assets
- + Conceptual development of websites along with client site maintenance in areas such as energy, commercial and restaurants using wordpress, HTML and CSS
- + On the fly office coordinator, information technology and production assistant for trouble shooting on site issues such as printer configuration, networking issues, technology recommendations or simply lending a hand anywhere

EGMN

DESIGNER, 2014–2016

A non-profit in the business of helping students, EGMN pushes students to expand their abilities and urges them to shoot for the stars.

- + Worked with students to build a video department complete with video standards and brands to encourage their personal and professional development
- + Educated students on how to use InDesign while laying out The Venture newspaper, a staple publication of EGMN
- + Developed internal facing documents to educating new students, student leaders and Alumni about EGMN history and efficient work processes

MCABY MEDIA

DESIGN INTERN, FIELD PHOTOGRAPHER, 2010–2011

Print publication can be one of extensive layout design, illustration, photo shoots, and the occasional puppy running around the studio.

- + Page layout of several pages & spreads in Pilate Style, Chile Pepper and H Magazine.
- + Shot on location for featured articles and location promotion saving the company money on hiring external photographers

HCN

PHOTOGRAPHER, 2010–2011

Traversing Houston and the surrounding towns, the people of Texas were photographed and interviewed for the multi-newspaper entity Houston Community Newspapers.

- + Photographing events as they occur in realtime and uploading them a main server
- + Engaging those who are being photographed for their names and stories to bring readers a more personal and engaging newspaper