JAIRO RAZO

UNIVERSITY OF HOUSTON
BACHELORS OF FINE ARTS DEGREE IN GRAPHIC COMMUNICATIONS, MAY 2014

OBJECTIVE

"PUSHING THE CREATIVE DIRECTION OF ANY PROJECT ASSIGNED, WHILE MAINTAINING MAXIMUM CLIENT SATISFACTION."

EXPERIENCE

ORIGIN, INC | DESIGNER, 2014-PRESENT

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

- × 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 onsite issues such as printer configuration, networking issues, technology recommendations or simply lending a hand anywhere.

EL GATO MEDIA NETWORK | GRAPHIC DESIGNER, DIRECTOR, 2010 - 2014

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.

TECH STREET HOUSTON | GRAPHIC DESIGNER, DIRECTOR, 2010 - 2014

A team of spunky marketers and media professionals worked together to help put on the first tech conference its kind in Houston.

- × Shot and edited an array of videos involving Houston Tech Influencers to promote the event at George R. Brown Convention Center. These videos included an expansion of the existing Tech Street brand to resonate with the logo and website.

KEY SKILL SETS

- × Research + Concept Development
- × Print, Web and App Design
- × Brand Systems
- × Production

PRIMARY TOOLKIT

- × PHOTOSHOP
- × ILLUSTRATOR
- × INDESIGN
- × BRIDGE
- × LIGHTROOM
- × PREMIERE PRO
- × AUDITION
- × FILEZILLA

EXPERIENCED IN

- × AFTER EFFECTS
- × DISTILLER
- × MICROSOFT WORD
- × MICROSOFT POWERPOINT
- × MICROSOFT EXCEL
- × FLASH
- × HTML + CSS
- × WORDPRESS