

# Roberto Alvarez

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(408) 837-1383 ❖ San Francisco Bay Area

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## WORK EXPERIENCE

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### Hogarth Worldwide

2022 – Present

*Photoshop Artist*

*Sunnyvale, CA*

- Used Adobe Photoshop to create and delivered high-quality digital assets for a major Silicon Valley tech company.
- Worked within the established production process to process numerous high-resolution projects within tight timeframes.
- Used path-based vector graphics to develop and edit digital assets in Photoshop and Illustrator.
- Proficiently used complex layer structures, layer styles, and effects to deliver pixel-perfect results.
- Managed digital file organization to ensure effective access collaboration within project pipelines.
- Collaborated with a team in a professional work environment while learning new skills and adapting to new technological developments, effectively communicating technical issues and resolving them.

### Freelance Graphic Designer

2018 – 2022

- Created a variety of projects in various media fields, developing from initial concept to finished result.
- Graphic Design:
  - Conceptualized and produced high-quality advertising and marketing materials for clients across print and digital mediums (such as: web/mobile, flyers, brochures, presentations, etc.).
  - Created user-centered designs by understanding client's goals and requirements. Assisted clients with project requests, revisions, and changes.
- UI/UX Design: Assembled visual prototypes and mockups through sketches and comprehensive wireframes.
- Web Design: Designed fully functional, personalized, responsive websites for clients.
- Branding Identity:
  - Developed visual identity and branding for companies without online presence.
  - Designed unique aesthetics and visuals while being consistent with clients' branding and visual style.
- Photo Editing: Edited and retouched portraits and product photography at clients' behest, with emphasis on enhancement, color correction, and/or photo manipulation.
- Worked closely with clients throughout the entire process to deliver satisfactory, custom-built products.

## SKILLS

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- **Skills:**
  - 6+ years of graphic design experience
  - Extensive experience with industry-standard design software (Adobe Photoshop, Illustrator, InDesign)
  - Experience with creating vector graphics and consistent UI elements
  - Excellent skills in creating digital assets for advertising and marketing
  - Proficiency in front-end web development (HTML, CSS)
  - Solid understanding of responsive web design and modern development principles
  - Experience in UI/UX design wireframes and prototypes with the use of Figma
  - Thorough knowledge of photo editing workflow, color correction, and photo manipulation

## EDUCATION

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### Golden State Baptist College

2017 – 2021

*Bachelor's Degree in General Studies, Media*

*Santa Clara, CA*

- Related Coursework: Branding Design, Web Design, Visual Communications, Video Production, Yearbook, Desktop Publishing, Advanced Photoshop