

Roberto Alvarez

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(408) 837-1383 ❖ San Francisco Bay Area

WORK EXPERIENCE

Hogarth Worldwide

2022 – Present

Photoshop Artist

Sunnyvale, CA

- Used Adobe Photoshop and Illustrator to create and deliver high-quality digital assets for a major Silicon Valley tech company.
- Worked within the established production process as part of a team working on numerous high-resolution projects with high volumes and 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 multiple teams across the company in a professional work environment while learning new skills and adapting to new production tools, effectively communicating technical issues and resolving them.
- Assisted in the training of new team members, familiarizing them with the project scope, software, and tools.

Freelance Graphic Designer

2018 – 2022

- Managed a variety of projects across multiple media fields, from initial concept to production and delivery.
- 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

- **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 building 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 working with UI/UX design wireframes and prototypes with the use of Figma and Sketch
 - Thorough knowledge of photo editing workflow, color correction, and photo manipulation

EDUCATION

Golden State Baptist College

Graduated 2021

Bachelor's Degree in General Studies, Media

Santa Clara, CA

- Relevant Coursework: Branding Design, Web Design, Visual Communications, Desktop Publishing