

# Print & Web Design

Nelson Campos  
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## OVERVIEW

Successfully have joined forces with principals, management, account reps, and designers to bring creative solutions for a wide range of clients and their marketing, communication, and branding needs. Strong in concept development, design and production, photo art direction and selection, print bids, and press checking. Range of work includes corporate identity/logos, B2B and consumer collateral, print and online advertising, corporate publications, web sites, packaging, POP displays, direct mail and publishing designs.

## EXPERIENCE HIGHLIGHTS

Excel in designing print, web and interactive materials appropriate to objective.

Can prioritize tasks, handle multiple projects, cooperate and/or collaborate with staff, clients and vendors to successfully meet project's deadline and budget.

Able to establish and maintain good relationship with colleagues at all levels of experience, self-motivated, optimistic, and with a passion for exceptional design.

## WORK EXPERIENCE

### **Freelance Graphic/Web Designer 05.06–Present**, *Wiredhat Interactive, Thousand Oaks, CA*

Assist principal/owner to develop solutions, branding and stylistic direction for print and web creative initiatives. Responsible for all print jobs from inception to final print ready files and over the years I've become the visual, UX front-end web designer. Range of work consists of marketing collateral, corporate identity/logo development, print advertising, packaging, trade show posters & POP displays, direct mail, websites, HTML emails, static and animated banner ads, and landing pages.

### **Freelance Designer 04.05–04.16**, *Cherbo Publishing Group, Inc., Encino, CA*

Assisted art director and senior designer in the production of high quality coffee table reading books. Responsible for design and layout of any or all books' sections and in the set up of the Sponsors profiles template files, master pages and font/graphic elements style sheets; image search/research, color correction and manipulation as needed; pre-press, flightcheck and generate print ready PDFs from quark/InDesign files after vendor's specific production guidelines. Also was in charge of profiles reprint, and book assets archiving/back up.

### **Sr. Designer/Art Director 02.03–04.05**, *Gramercy Partners, Inc., Culver City, CA*

Responsible for art direction, layout, design, and production of two lifestyle magazines published in-house. As lead designer, I worked closely with principals and editors to conceive and interpret editorial/visual concepts; performed photo art direction, research and editing duties when needed; collaborated with editorial team on titles/copy fitting and production updates. Worked with advertisers and vendors on production issues and assisted with assigning and relegating responsibilities amongst the design team. Other responsibilities included developing solutions for print communication materials, corporate ID and identity systems, print advertising and website design. Also oversaw client's design and style standards implementation and made sure that every print project got pre-pressed before release for print.

### **Expert**

Photoshop  
Illustrator  
InDesign  
QuarkXpress  
Acrobat  
Dreamweaver

### **Proficient**

HTML/CSS  
MS Word/Powerpoint  
Suitcase Fusion

### **Working Knowledge**

HTML5/CCS3  
Wordpress/PHP  
JavaScript/JQuery  
Responsive Web Design  
Media Queries  
UI/UX  
App Design

### **Other Abilities**

Drawing  
Illustration  
Typography  
Scanning  
Color Correction  
Image Manipulation  
Comping  
Dumnying  
Wireframing  
Prototyping

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### **Freelance Designer 01.03–05.03**, *Cherbo Publishing Group, Inc., Encino, CA*

Assisted art director/designer with maintaining books' high quality standards by performing production task such as hi-end scanning, image color correction and manipulation, pre-press/flightcheck and print ready PDFs from quark files. Archived, backed up and collected final files for print.

### **Sr. Designer 05.96–10.01**, *Bush Communications, Inc., Marina Del Rey, CA*

Responsibilities included developing solutions for marketing communication materials, corporate branding, and promotional products. Collaborated with copywriters and creative directors on conceptual direction of projects, interfaced with account management for project success, and provided team designers with creative vision and production guidance as needed. Helped put together comps/dummies for client presentations, obtained print quotes, pre-pressed digital files and attended press checks. Projects ranged from corporate publications, identity systems/logos, B2B and consumer collateral, print and online advertising, and website design to the development and maintenance of client's marketing and brand objectives, packaging, POP displays and direct mail.

### RELATED EXPERIENCE

Instructor/Teaching: Illustrator, Quark and Photoshop  
United Education and Computer College, 2002–03

Teaching: Design Studio 1: Logo Design & Typography  
The Learning Tree University, May–June 2002 Session

### EDUCATION

BS in Graphic Design, San Jose State University  
Graphic Design Program, City College of San Francisco

### LANGUAGES

Fluent in Spanish