

MARY (eM) ALIENTO-CRUZ

- GRAPHIC & WEB DESIGNER -

CAREER GOAL

Creative professional with 10+ years of experience in designing from concept to completion seeking a fun but challenging Graphic Designer position.

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EXPERIENCE

GRAPHIC DESIGNER | 05.2019-PRESENT CALGARY CO-OP

Collaborates with the Marketing team to create visually attractive content that supports brand guidelines. Creates a variety of print media designs and branded marketing collateral for all digital channels (website and social). Manage and update existing corporate documents.

DESIGN & MARKETING SPECIALIST | 09.2017-05.2019 INNOVO INT'L

Developed concepts, graphics and layouts for marketing materials, product illustrations, websites, and social media. Managed multiple social media accounts such as Facebook, Twitter, Instagram. Created content and implemented marketing and advertising campaigns.

GRAPHIC DESIGNER | 06.2016-05.2021 PEAK MEDICAL GROUP

Collaborated with the Marketing team to create visually attractive content that supports brand guidelines. Created a variety of print media designs and branded marketing collateral for all digital channels (website, banners, e-newsletters, digital ads). Managed and updated existing corporate documents. Liaised with vendors and suppliers for printing/marketing needs.

DESIGN SPECIALIST | 11.2015-06.2016 THE PRINTING HOUSE

Discussed design needs with clients. Ensured that the proper format, appearance, and layout of text and images is set before the full print run. Took print or electronic files and scan or import them into specialized software, making color, text, and digital image corrections as needed. Helped with print production when needed.

GRAPHIC DESIGNER/PROJECT MANAGER | 04.2011-08.2013 SURE PRINT AVENIDA

Met with clients to discuss their design needs. Brainstormed and prepared illustrations or rough sketches of material, discussing them with clients and/or supervisors and making necessary changes. Developed graphics and layouts for product illustrations, company logos, websites, and social media. Prepared and sent out files for printing. Organized and handled client profiles. Received projects and orders, and prepared production requirements and timeline. Supervised on-going projects and made sure that orders are done on time. Tracked costs and managed budgets for projects. Handled quality control of products before delivery.

EDUCATION

PHOTOGRAPHY - BASIC FILM & DIGITAL | 2010 SAIT, CALGARY AB

Developed a working knowledge of my adjustable (SLR) digital camera including: exposure control, composition, lenses, flash photography, filters, camera care and night photography

DIGITAL GRAPHICS COMMUNICATIONS | 2008-2010 SAIT, CALGARY AB

2 years of practice in Adobe InDesign, Illustrator, Photoshop, Dreamweaver, QuarkXpress and Prinect Signa Station. Hands-on training on offset presses, digital printers and bindery equipment.

PERSONAL QUALITIES

- Able to work independently or as part of a team
- Able to multi-task and work under pressure
- Organized, creative and eager to learn and take on new tasks
- Self-motivated and takes initiative
- Adaptable to new situations
- Keeps a positive attitude towards work and life
- Respectful and considerate

SKILLS

Photoshop	●●●●●●	Other skills:
Illustrator	●●●●●●	• Wordpress / Woocommerce / Shopify
InDesign	●●●●●●	• Premiere Pro / After Effects
HTML&CSS	●●●●●●	• SEO / Digital Marketing / Adwords
		• Social Media Management

INTERESTS



SOCIAL MEDIA



DOCUMENTARIES



OUTDOOR ACTIVITIES