

# Tristan Villanueva

Graphic Designer - looking for that next creative challenge!



## Designer - Artline Wholesalers, Hicksville, NY, March 2013 to September 2015

- Mentored upcoming designers with their professional development
- Created artwork and promotional collateral to drive advertising sales
- Increased sales by showcasing product capabilities through marketing catalogs
- Maintained and Upgraded Layout of Wordpress Website
- Maintained Social Media Accounts such as Twitter and Facebook
- Developed faster ways to tag and organize prints through Photoshop implementation
- Implemented more efficient ways to process custom artwork for printing
- Participated in Tradeshows to learn more about the nature of Hospitality and Hospital Art

## Temporary Graphic Artist - THE RIDE, New York City, NY, October 2012 to December 2012

- Maintained Social Media Accounts such as Facebook and Twitter with Director of Marketing and Sales
- Maintained Wordpress Site with relevant information and schedules of shows
- Drove interest in company's services with marketing collateral
- Displayed graphics to aid in company's schedule and route planning
- Brainstormed with Team to think of ways to increase sales and attraction
- Designed Digital/Print Advertisements with partners of business with OOH Adverts and NY Magazines and Newspapers

## Front End Web/Email Designer - Intellidyn, Bethpage, NY, November 2011 to June 2012

- Redesigned Company Website during branding transition to improve standing against competition
- Designed Emails with HTML for clients doing business with the company
- Established Company Social Media Accounts such as LinkedIn, Facebook, Twitter
- Converted Powerpoint Presentations to Youtube Videos

## Skills/Software:

### Adobe Creative Suite:

- Photoshop, Indesign, Illustrator, Premiere, Dreamweaver

### Wordpress

- Microsoft Word/Excel/Powerpoint

### Web Development:

- FTP, Github, HTML, CSS, Javascript

### Certifications:

- Netcom Learning - A+ Certification Computer Servicing - 2012 to 2015

### Conceptual Skills:

- Video Editing/Direction, Creative/Promotional Branding and Marketing for Events

## Education:

### New York Code and Design Academy, New York, NY:

- Web Development Intensive - December 2015
- Learned HTML/CSS and Front-End Development and Basic Back-end Development to refresh skills

### Briarcliffe College, Old Bethpage, NY:

- Graduated Bachelors in Fine Art/Graphic Design in 2011
- Founder and Head of first Graphics Club in the College Organized Artistic Events and Charity Fundraisers

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