



# Rey Verdugo

Graphic Design



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## HUMAN-CENTERED VISUAL DESIGNER

Print Design | Web/Digital Design | Human Factors Analysis | UI/UX Analysis | Adobe | Microsoft Office  
Dynamic Print | Large Format | Systems Engineering | Project Management Systems

I have over 22 years of design experience with both digital and print media. My education provides me with knowledge in both creative and analytical areas of the design process. My industry experience is a culmination of meeting project goals with an understanding of relational obligations to ensure client satisfaction.

### PROFESSIONAL EXPERIENCE

**EMBRY-RIDDLE AERONAUTICAL UNIVERSITY**, Prescott Arizona  
Graphic Designer

March 2018 – January 2024

Develop and integrate material following strategic goals.

- Responsible for collaboration, design, and layout of all print and digital marketing materials.
- Executed long-term national and international campaigns that aligned with temporal and budgetary parameters.
- Prepared quote specifications for printers, exhibitors, and promotional partners to ensure projects met expectations.
- Prepared print/digital-accurate files for multichannel use in print, digital, and video.

**GENERAL DYNAMICS**, Scottsdale Arizona  
Proposal Development Designer

January 2017 – March 2018

Development of proposals in response to government and commercial proposal requests.

- Analyzed proposal requirements and validated proposal compliance.
- Coordinated and oversaw elements of proposal development and delivery.
- Analyzed in-coming engineering schematics in both data and word format to produce effective content.
- Developed, reviewed and approved drafts, revisions, and final proposal product.
- Maintained proposal deliverables in a timely manner, following strict agency deadlines.
- Developed or reviewed white papers and presentations for engineering schematics.

**FIRST THINGS FIRST**, Phoenix Arizona  
Senior Graphic Designer

January 2013 – January 2017

A senior-level member of the communications team in charge of the organization's brand and look.

- Designed, produced, and worked collaboratively in the creation of engaging materials for internal and external audiences. Projects included publications, reports, signage, advertising, invitations, fact sheets, brochures, flyers, templates, and others.
- Worked collaboratively with the internal team to construct and refresh the branding and guidelines.
- Worked collaboratively with multiple members of external affair teams, contributing creative ideas, visual solutions, and graphic standards to meet shared goals.
- Reviewed materials submitted by agency grantees and regional staff to ensure brand consistency and provide design consultation in a timely manner.
- Managed and developed the agency's digital asset management system to make imagery, video, and content easily accessible.

**ASU FOUNDATION**, Tempe Arizona  
Production Designer

October 2010 – January 2013

A senior-level member of the Communications and Marketing team, in charge of production output.

- Worked with project management and design staff to determine the vendor for individual project requirements.
- Completed and submitted estimate forms to vendors for selecting and approving print projects.
- Collaborated with the senior creative director, designers, and project managers in the selection of print vendors for final printing and production of projects.
- Managed projects throughout print life cycle.
- Served as the primary contact for print vendors, and represented the organization at all press checks.
- Prepared digital mechanical files for all print-based projects.
- Organized and maintained all artwork on the server, and all jobs were properly filed and easily accessible. Ensured that old artwork was archived appropriately.
- In conjunction with editorial and project management, proofed all print-based mechanicals.
- Interfaced with printers to assure that all print files are correct and complete.
- Troubleshoot issues and problems pertaining to print production.
- Worked with design staff in assisting with file preparation issues, suggestions or tutoring as needed.

**ASU PRINT AND IMAGING LAB**, Mesa Arizona  
Pre-media Specialist

May 2009 – October 2010

- Prepared all material for offset, digital, and large format printers, including impositioning, file correction, variable data (if applicable), and color management while ensuring client satisfaction.
- Designed various materials for client projects while meeting ASU communication guide specifications.
- Managed the large format department which included printing, mounting, lamination, and installation.
- Worked with Press-sense iWay creating and altering templates, resolving client issues, and creating new accounts.

**LA VOZ/TVYMAS PUBLICATIONS**, Phoenix Arizona  
Creative Services Manager

January 2006 – May 2009

- Managed six advertising designers and one Information Technology (I.T.) employee.
- Managed six publications in the Southwestern region of the U.S. with different formats, zones, and deadlines.
- Oversaw production of six publications: La Voz Saturday edition, La Voz Wednesday edition, TV y Más, Los Clasificados, Mercado, and Esquina del Sabor.
- Planned, organized, and prioritized workflow to meet various publication deadlines.
- Produced and oversaw the creation of aesthetically and effective ads for current and prospective customers.
- Collaborated with external ad agencies on campaigns, advertisement, and scheduling.
- Worked with the sales team and clients to ensure customer satisfaction.
- Trained and mentored new production department employees.
- Trained new sales representatives in production department procedures and ad development.
- Corrected issues related to pagination and layout production.
- Collaborated with I.T. on maintaining hardware and software.
- Engaged, negotiated, and conducted interface testing and implementation of a PMS system (Media Spectrum).

## EDUCATION

**M.S. Human Factors/Systems Engineering**  
Embry-Riddle Aeronautical University

Graduated December 2021

*Thesis: A Cognitive and Usability Study of Speech and Language Pathologists Interface Design*

**B.S. Graphic Information Technology**  
ARIZONA STATE UNIVERSITY

Graduated December 2011