Rey Verdugo

Graphic Design

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Dedicated Human Factors graduate with a strong background in the design industry and an interest in interface engagement, with particular interest in human-machine interface and virtual environment media. Skilled at conducting usability and data analysis and present results. Works well as both an independent stakeholder and as part of a team.

RELEVANT COURSEWORK

- Human Cognition
- Human Performance, Limitation, and Error
- Statistical Analysis
- Virtual Environments, Simulations, and Robotics
- Research Methods
- Ergonomics and Biomechanics
- Systems Engineering

- Cognitive Systems Engineering
- Industrial Application in Aerospace
- Systems Psychology
- Human Factors in Complex Systems
- Cognitive Psychology

TECHNICAL SKILLS

DESIGN: Familiarity using Maze software for user-engagement insight and testing. Skilled in using Adobe XD, and Figma for interface design and prototyping. Skilled at creative design software interface design.

3D: Familiarity with 3D modelling with Blender, Adobe Substance, Autodesk Fusion 360, and Unreal Twinmotion for environmental creation and rendering.

SYSTEMS ENGINEERING: Familiarity using ViTech CORE software to manage project procedures and policies for traceability and workflow efficiency.

PROFESSIONAL EXPERIENCE

EMBRY-RIDDLE AERONAUTICAL UNIVERSITY, Prescott Arizona   March 2018 – January 2024
Graphic Designer

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   January 2017 – March 2018
Proposal Development Designer

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   January 2013 – January 2017
Senior Graphic Designer

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   October 2010 – January 2013
Production Designer

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.
- Troubleshot issues and problems pertaining to print production.
- Worked with design staff in assisting with file preparation issues, suggestions or tutoring as needed.

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