

Rey Verdugo

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Human-centered Visual Designer

Print and Digital Experience | Human Factors | Systems Engineering

I have over 23 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 obligations to ensure client satisfaction.

AREAS OF EXPERTISE

Print Design | Web/Digital Design | Human Factors Analysis | Adobe | Microsoft Office | Variable Printing
Virtual Environments | Project Management Systems | UI/UX Analysis

PROFESSIONAL EXPERIENCE

CRS TEMPORARY HOUSING, PHOENIX, ARIZONA

June 2025 – Present

Graphic Design & Marketing Specialist

- Design and maintain visual assets across digital and print platforms, including brochures, social media, and email campaigns.
- Create content for LinkedIn, Facebook, Instagram, and assist in performance analytics and strategy refinement.
- Support website updates, email templates, landing pages, and video integration.
- Moderate monthly CE classes; manage attendee credits and certificates.
- Collaborate cross-functionally to ensure brand consistency and meet marketing needs.

DYLAN CONSULTING, Scottsdale, Arizona

Jan 2024-June 2025

Director of Marketing

- Lead branding and marketing initiatives for Dylan Consulting, shaping its industry presence across 14 verticals nationwide with over 200,000 members.
- Oversee content strategy, graphic design, and digital marketing efforts.
- Collaborate with cross-functional teams to ensure cohesive brand messaging and visual identity across multiple platforms.
- Collaborate with multiple stakeholders and clients to ensure product and service delivery

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.
- Execute long-term national and international campaigns that align with project parameters.
- Prepare quote specifications for printers, exhibitors, and promotional partners, to ensure projects meet expectations.
- Prepare 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.

- Analysed proposal requirements and validated proposal compliance.
- Coordinated and oversaw elements of proposal development and delivery.
- Analysed in-coming solicitations, requests of information in both data and word form, designing with strict proposal regulations in mind.
- Developed, or reviewed and approved drafts, revisions, and final proposal product.
- Maintained proposal deliverables and reviewed revisions, updates or comments.
- Developed or reviewed white papers and presentations.

FIRST THINGS FIRST, Phoenix Arizona
Senior Graphic Designer

January 2013 – January 2017

A senior-level member of the Communications team my responsibilities include:

- Design, produce and work 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.
- Work collaboratively with multiple members of external affair teams, contributing creative ideas, visual solutions, and graphic standards to meet shared goals.
- Review materials submitted by agency grantees and regional staff to ensure brand consistency and provide design consultation in a timely manner.
- Manage and develop the agency's digital asset management system.

ASU FOUNDATION, Tempe Arizona
Production Designer

October 2010 – January 2013

A senior-level member of the Communications and Marketing team where responsibilities include:

- Working with project management and design staff to determine best print vendor partners for individual projects requirements.
- Complete and submit print estimate forms to print vendors in the process of selecting and approving print vendors.
- Collaborating with senior creative director, designers and project management in the selection of print vendors for final printing and production of projects.
- Primary contact for print vendors, also representatives ASU Foundation at all press checks.
- Organize and maintain all artwork on server ensuring that artwork jobs are properly filed and easily accessible. Ensure that old artwork is archived appropriately.
- In conjunction with editorial and project management, proofs all print based mechanicals.
- Interface with printers to assure that all print files are correct and complete.
- Troubleshoot issues and problems pertaining to print production.
- Work 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

- Preparing all material for offset, digital, and large format printers including imposition, file correction, variable data (if applicable), and color management while ensuring client satisfaction.
- Designing various materials for client projects while meeting ASU Commguide specs.
- Managing the large format department which includes printing, mounting, and lamination.
- Working with Press-sense iWay creating new templates, altering templates, resolving client issues and creating new accounts.

LA VOZ/TVYMAS PUBLICATIONS, Phoenix Arizona
Creative Services Manager

January 2006 – May 2009

- Managing six advertising designers and one Information Technology (I.T.) employee.
- Managing six publications with different formats, zones, and deadlines.
- Overseeing production of six publications: La Voz Saturday edition, La Voz Wednesday edition, TV y Más, Los Clasificados, Mercado, and Esquina del Sabor.
- Planning, organizing and prioritizing workflow to meet various publication deadlines.
- Producing and overseeing the creation of aesthetically and effective ads for current and prospective customers.
- Training and mentoring new Production Department employees.
- Training new Sales Representatives in production department procedures and ad development
- Leading, negotiating and conducting interface testing and implementation of cutting-edge production management system (Media Spectrum) at La Voz.

EDUCATION

MS Human Factors/Systems Engineering, EMBRY-RIDDLE

Graduated December 2021

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

BS Graphic Information Technology, ARIZONA STATE UNIVERSITY

Graduated December 2011