Miguel Velázquez Jr.

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**Experience**

01.2019 – Present *IG Design Group Americas, Inc., Atlanta, GA*

**Production Coordinator** *(Celebrations, Stationary, Creative Play and Gifting Products)*

* Work closely with the Creative and Product Development Departments to manage and oversee paper products/packaging designs into production of items ranging from Gift-Wrap, Bags, Cards, Crackers, Gift Packs, Calendars, Photo Frames, Kids Creative Play Products, Pens, to Notepads with much in-between for clients such as Wal-Mart, Target, T.J. Maxx, Kroger,
At Home, CVS, Ross, Five Below, Dollar Tree, Jo-Ann Stores, and Walgreens
* Develop templates/packaging for new products and create production art files from Style Guides and in-house digital renderings/presentation artwork

10.1998 – Present *Zero In Creative, Lawrenceville, GA*

**Graphic Designer / Founder** *(Marketing Services, Videography, & Event Rentals)*

* Meet with clients on a monthly basis to determine marketing strategies and to schedule design, printing and mailing needs within customer budgets
* Follow up on new leads and actively promote sales with existing clientele on a monthly basis, pertaining to printing, mailing, videography, event rentals (e.g., photo booths) and design services
* Responsible for all art direction and project research
* 03.2013 – 12.2018 *Atlanta Best Media, Atlanta, GA*

**Production Manager/ Graphic Design** *(Print & Digital Media/Publishing Company)*

* Part of a two-person creative team designing two bi-monthly and six quarterly magazines that total 36 Issues a year reaching over 1,000,000 readers in Atlanta:
*My Home Improvement Atlanta* magazine, *Best Self Atlanta* magazine, *My Alpharetta* magazine, *My Buckhead* magazine, *My East Cobb* magazine, *My Intown* magazine,
*My Sandy Springs* magazine, and *My Vinings/Smyrna* magazine
* Designed editorial features and department layouts, client advertising, in-house sales promotions, proposals, media kits, eblasts, graphics for social media and website management, event signage, training presentations, branding for contests and events
* Discussed and contributed to the direction of the graphics and content of editorial features, departments, contests, event branding and other strategies on weekly meetings
* Contributed to the success of the company’s presence and reader involvement at special events: *Spring Atlanta Home Show*, *Fall Atlanta Home Show,* *Kaiser Permanente Corporate Run*/*Walk, 2018 Komen Atlanta More Than Pink Walk, Single in the City, Over 40 & Fabulous! Contest,*and eight yearly *“Best of…”* or *“Readers’ Choice Awards”*
* Filmed and edited event footage, advertiser interview videos, and modified After Effects templates for various event continuous-play videos
* Assisted in frequent photo shoots of individuals and groups for editorial and advertising purposes

09.2008 – 06.2012 *The Georgian Press, Athens, GA*

**Art Director / Pre-Press Manager** *(Commercial Printing & Design)*

* Met with clients on a weekly basis to determine the strategy and execution of effective design and promotional needs within their respective budgets
* Responsible for art direction and research on design projects for corporate and commercial companies in the areas of: identity, signage, packaging, annual reports, P.O.P. displays, stationery, flyers, postcards, catalogs, books, in-house graphics and advertising design for multiple output mediums
* Provided customer service in interactions through placing/receiving client orders and answering or redirecting an average of 20 calls per day
* Maintained and supervised all operations in the Pre-press Department including: basic and complex impositions, client proofs, plate generation and press checks
* Implemented and actively managed effective archive and workflow procedures for the Design and Pre-press department
* Coordinated total team effort with Account Managers, the Pre-press Department and Print Production Supervisor

03.2008 – 09.2008 *Walton Media Services, Monroe, GA*

**Senior Graphic Designer** *(Commercial Printing & Design)*

* Performed project research and design for a multitude of diverse client products and services pertaining to: identity, annual reports, stationery, flyers, postcards, catalogs, in-house graphics and various promotional areas
* Created basic/complex impositions, client proofs, generated plates and assisted on press checks
* Assisted with managing project archives
* Frequently met with Art Director, clients and Account Managers to assist in scheduling and determining the most effective campaign strategies and project deadlines while staying within budget requirements
* Partnered with Art Director in creating and maintaining basic web design required for both client and company websites

**Education**

Kean University, Union, NJ

* Bachelor of Science, *Graphic Communications / Business Management (May 2001)*
* Minor, *Business Science (May 2001)*

Heidelberg USA, Kennesaw, GA

* Workshop, *Adobe CS5 (April 2010)*

Lynda.com (now LinkedIn Learning), Online Courses

* Course, *Final Cut Pro Essential Training (2014)*
* Course, *Adobe Premiere Pro (2015)*

**Skills**

• Expert cross-platform skills in latest versions of:

 *Adobe InDesign, Adobe Photoshop, Adobe Illustrator*, *Acrobat Pro*, *Final Cut Pro,*

 *Quark XPress*, *Wix*, *Weebly*, Sparkbooth, *Microsoft Word* and *Excel*.

• Novice cross-platform skills in latest versions of:

 *Adobe After Effects, Adobe Premiere, Constant Contact, Mailchimp, Joomla,*

 *Kodak InSite Prepress Portal System, WordPress, and Powerpoint.*

**Membership / Award**

• Co-Founder / Vice President, *G-COMM Student Organization (2001)*

• Member, *Art Directors Club (ADC) Young Professionals (2005-2010)*

• Award, *Best Self Atlanta Magazine’s Extraordinary Graphic Designer (May 2017)*

**Volunteer Work**

• Volunteer, *12Stone* *Church Camera Operator (Since 2013)*

• Volunteer, *12Stone* *Church Video Director (Since 2018)*