

JORGE ALGRAVES

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OBJECTIVE

Establishing myself as a consultant in the development and expansion of marketing strategies covering advertising campaigns for domestic and international organizations, advertising agencies and independent advertisers. I possess an extensive and expert knowledge on digital and printed graphic design software's, targeted in introducing a concept/product for commercial intentions. As a mature individual I am able to equally dedicate my energies to my professional and family centers.

EDUCATION

- Iberoamericana University – Studies Accented: Visual Arts, Mexico City (08/03 - 08/06)
- Iberoamericana University BA Graphic Design, Mexico City (08/98 - 05/06)
- Tecnologico de Monterrey - Engineering Electronics & Communications, Mexico City (08/98 - 05/2000)

PROFESSIONAL EXPERIENCE

Brand Designer II

AltaMed Health Services - Los Angeles, CA. (07/2018 – Current)

- Designed, concept and content development for business partners, corporate and marketing campaigns focused on health care system network, clinics and senior care programs
- Developed printed and media design (TV content, Social Media, advertising, collaterals, and internal communications)
- Designed of national prevention campaigns and crucial medical staff and first responders' communication: (COVID-19, HIV, and Cancer)

Brand Designer

Mynela Staffing, LLC / Client: AltaMed Health Services - Los Angeles, CA. (08/2017 – 07/2018)

- Designed, concept and content development for business partners, corporate and marketing campaigns focused on health care system network, clinics and senior care programs.
- Developed printed and media design (TV content, Social Media, advertising, collaterals, and internal communication)

Graphic Design Manager

Trustone Products, LLC - Weslaco, TX. (09/2014 – 06-2017)

- Responsible for all image and marketing materials of the company's brands. (Concepts, displays and product design)
- Lead and development of printed and media design (Packaging, advertisings, brochures, Marketing presentations, videos, websites, etc.)
- Developed new visual concepts to the product's showroom and interior office design for the new headquarters
- Websites management: www.namce-mx.com, www.villaescondidatx.com
- Main Clients: Home Depot and Lowe's

Advertising Manager

Mercado Machinery - Mexico City / Rockford, IL. (03/2012 - 09/2014)

- Responsible for all image and marketing materials of the company in Mexico and U.S.
- Developed of advertising campaigns and product marketing with focus on CNC machinery for Metal Industry (CRM and Sales Team Management)
- Director of printed and media design (flyers, billboards, advertisings, promotional products, banners, brochures, videos and website)
- Image and production for Mercado Machinery's booth and its official distributors at Fabtech MetalForm Expo
- Website management: www.mercadomachinery.com
- Main Clients: Accurpress, Murata, MG, Hankwang, Hypertherm, OTC, Piranha, and SOCO

Sr. Graphic Designer

Teleton Foundation - Mexico City (08/2007 - 02/2012)

- Corporate Image focus on graphic design solutions marketing advertisement, TV spots, TV national event image, openings, first stone and fundraising massive events production
- Advertisement for Teleton National Campaign (15 Children Rehabilitation Centers across national territory)
- Experience in model, product and press photography and retouch

Sr. Graphic Designer

Steren Electronics - Mexico City (12/2006 - 07/2007)

- National line of electronic products packaging redesign. Product lines included: video, audio, telephone and components
- Bulk products packaging design, blisters designs, bubbles technique and POP
- Client: Walmart and Home Depot Mexico

Graphic Designer

Artestampa - Mexico City (02/2004 - 04/2005)

- Direct customer interaction while establishing design requirements and printing systems
- Development and creation of corporate graphic design (advertisement, flyers, logos, sales line items, etc.)

ACCOMPLISHED CORPORATE COORDIANATED PROJECTS

- AltaMed's COVID-19 prevention campaign / Medical staff and first responders' communication, U.S. (2019)
- AltaMed's Cervical Cancer Campaign "Glow Healthy", U.S. (2019)
- AltaMed's HIV Campaign "Free to Be", U.S. (2018)
- Home Depot and Lowe's Ceramic Industry Image - Glacier Bay, Project Source, AquaSource and Jacuzzi toilets packaging retail and websites image. U.S. and Mexico (2014 -2017)
- Designed and developed new sinks bay and standalone display proposal. Home Depot, U.S. and Mexico (2016)
- Designed and developed 11 prototype sinks, vanity top, and counters. Home Depot, U.S. and Mexico (2016)
- Head Hunters International events image management - Miami, Houston, Spain and Japan (2012)
- Internal Image of 15 Teleton Children Rehabilitation Centers nationwide Mexico (2007-2010)
- Golf Teleton Championship Fundraising Event image development in 6 states of Mexico (2007-2010)
- ORITEL Image (Organización Internacional de Teletones) based on 13 Latin American countries. (2009)
- Website based advertisement projects for Mitsubishi Motors, SEAT Mexico, RedBull, among others (2005)
- Design of book "Pueblos Indigenas"; Government Secretary. (Artestampa 2005)
- IVONNE, IVE. Spring-Summer sales catalogues designs and advertisement image nationwide (2004)

ACHIEVEMENTS

- The Other Art Fair Los Angeles artist expositor (03/2019)
- Communications and Arts Magazine Awards National Awareness Campaign participation "Free to Be" HIV (2018)
- Awarded Prototype Patent Packaging Project - (Home Depot / Lowe's) (07/2016)
- Awarded Web Design ADOBE Macromedia certificate (04/2012 – 09/2012)
- Awarded Graphic Design course certificate at Guggenheim & MoMA Museum New York. (03/2009)
- Awarded Nominee for the XVI Quorum Awards Mexico 2006, Palacio de Bellas Artes. Mexico. Cat: Illustration
- Awarded 1st Place Award by Iberoamericana University - Best Graphic Designer. Mexico (2005)
- Acknowledgement on design competition for Magazine Vertigo - Franz Mayer Museum. Mexico (2004)
- Awarded Honorable Mention for Ernesto Meneses Foundation Logo competition, Mexico (2002)
- Awarded 3rd place - Arts Fest ITESM CCH. Mexico, Chiapas (2000)

SKILL SETS

- Languages: Native Spanish / Advanced English
- Software Proficiency: Adobe Suite: Illustrator, Photoshop, InDesign, After Effects, Office

OUTSIDE INTERESTS

Interest and experience in arts, painting, sculpture and photography

PROFESSIONAL REFERENCES

Kelly Roberts, Brand Director – AltaMed Health Services. T: (323) 480 3921 E: kroberts@altamed.org
Clayton Evans, Project Manager - Design and Development Institute T: (956) 975 1993 E: clayon@riosofmercedes.com
Ana Delgado, General Manager - Mercado Machinery. T: (815) 226 3183 E: adelgado@mercadomachinery.com
Rick Richardson, Sales Manager - Metamotion Inc. T: (946) 616 4674 E: rrsocal@gmail.com