

ROBERTO C. TORRES

304 Elmwood Terrace • Rochester NY, 14620

T 315.415.3035 E me@robctorres.com

www.robctorres.com

Education

MFA Computer Graphic Design

Rochester Institute of Technology / Rochester, NY

Expected May 2014

BS Business Management, Marketing Emphasis

Brigham Young University / Rexburg, ID

May 2009

Experience

Web & User Interface Designer. December 2010 - Present

Freelance. <http://www.robctorres.com>

- Graphic, web, and user interface designer with a specialty in brand and identity development; responsible for various forms of print and interactive projects, ranging from brochures, business cards, logos, product information sheets, websites, and presentation.
- Design and develop social media pages on various social media platforms such as Facebook, Twitter, YouTube, etc.
- Provide creative insight in idea generation/brainstorming sessions for new and existing brands, products, and businesses.
- Responsibilities also include front end design for intuitive user-interface websites. Knowledge and experience with Content Management Systems (CMS), Search Engine Optimization (SEO) and online marketing practices.

Creative Director & Partner. May 2009 - Present

Graphical Interiors. <http://www.graphicalinteriors.com>

- Oversee brand and identity development. Collaborate mostly on the design and implementation of quality and strategic marketing materials, both in print and on the web, such as logo, website, product catalog, packaging, business cards, e-mail newsletter, color scheming, among others.
- Responsible for the UX and UI design of website, focusing around a balance of usability, readability, and accessibility, while maintaining recognized creativity, timelessness, and memorability.
- Lead various forms of marketing strategies and idea generation for new and existing products. Maintain mailing list and track results. Conduct marketing research, analyze data, and compile statistical reports.
- Increase website traffic growth through social media, search engine optimization, pay-per-click (PPC) campaigns and other marketing strategies. Lead SEO efforts by analyzing keywords and enhancing landing pages. Emphasize in building marketing efforts to create new revenues with new products, new alliances, and new distribution channels.
- Manage other aspects of business including networking, proposals, invoicing, project bidding, and client meetings.

Sales Marketing Professional. May 2009 - December 2010

CLEARLINK. <http://www.clearlink.com>

- Created and maintained valuable relationships by providing customers with the best in home services.
- Developed and utilized various prospecting methods.
- Consistently strove to present creative and innovative ideas to increase revenue.

Graphic Designer & Marketing Assistant. March 2009 - May 2009

BYU-Idaho Sport Activities. <http://www.byui.edu/activities/sports>

- Designed, revised, and improved the outlook of various sport related marketing materials.
- Worked in group settings to accomplish completion of marketing assignments. Facilitated distribution of promotional information.
- Recognized by peers as being efficient and detail-oriented.

Marketing Intern. January 2009 - March 2009

New York State Archives. <http://www.archives.nysed.gov>

- Worked closely with the head of regional office to develop and implement marketing strategies to local government clientele.
- Assisted in marketing programs and facilitated distribution of promotional information.
- Exceeded supervisor's expectations by initiating projects and ensuring consistency in the office while handling constantly changing procedures and deadlines.
- Initiated and designed new outlook of regional office email newsletter.

Digital Print Technician. July 2007 - December 2009

ARTCO. <http://www.artcoprinting.com>

- Contributed in the design and outlook for a diverse variety of stationery products using Adobe Creative Suite.
- Worked closely with other departments to organize completion of final products.

Academic Work Experience

Chief Marketing Officer. May 2008 - August 2008

BYU-Idaho Integrated Core Practicum. <http://www.byui.edu/business-management>

- Introduced and developed the idea for a student operated company as part of a class project.
- Coordinated with other student volunteers to create a 40-page business plan.
- Presented the marketing strategy for our company to a professional loan committee through a 15 minute presentation to obtain start-up funding.
- Oversaw advertising campaigns, strategies and other marketing efforts.
- Designed and created point-of-purchase displays, handouts and other materials.

Achievements

Web Design Achievements:

Work nominated for the CSS Website Design Awards.

Work featured on Webdesign-Inspiration.com.

Sales Marketing Professional Achievements:

Top 10% most profitable sales professional of a team over 300 sales reps.

Awarded the "High Rollers Sales Trip" - an all expenses paid trip to Las Vegas - given to top performing employees.

Skills

Design methods and problem solving. Typography and information design layout. Wire framing and user interface design. Web design layout, and front end development. 3D Design. Fluent in written and spoken Spanish.

Adobe Suite: Photoshop, Illustrator, After Effects

3D: Maxon Cinema 4D, Autodesk Maya

HTML & CSS, Javascript