



carlos rios

curriculum vitae

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qualifications & attributes

Art Director / Graphic Artist / Project Manager with over fifteen years designing, creating, managing and implementing marketing programs, sales presentations, and branding campaigns. Expert in utilizing photography, print media, digital imaging, computers, and internet for marketing and branding campaigns. Team player and innovator who excels in a fast paced environment.



professional level program knowledge

Adobe Photoshop CC
Adobe Illustrator CC
Adobe Indesign CC

Adobe Flash CC
Adobe Light Room CC
Corel Draw

Adobe Dreamweaver CC
Microsoft Excel
Microsoft Word

Microsoft Power Point
Quark Xpress



personal skills

Project management experience
Excellent communication skills
Strong moral character

Strong work ethic
Professional photography
Highly Creative

People management
Independent
Self starter

Team player
Multi-tasking
Problem solver



professional experience

REDC/Auction.com/Ten-X Auction Marketing Services - Irvine 2007-2018
Graphic Designer/ Production Designer

- Work independently on advertisements for various *global* media outlets.
- Collaborated with department heads to attain desired look and feel for various campaigns.
- Design on wide variety of mediums:
 - » Billboards
 - » Direct mailers
 - » Letterhead
 - » Magazine advertisements
 - » National Newspapers
 - » Web banners
 - » Video/Photography
 - » Brochures

Ashley Mason Denim/Prosperity Denim / Gloss & Glitter Denim - Huntington Beach 2014-Present
Consultant

- Designed and implemented company branding.
- Maintain company creative collateral, direct mail & web marketing.

Quiver Advertising Agency - Irvine 2011-2016
Consultant

- Work independently on major accounts to attain desired look and feel for client's needs.

Greenlight Financial Services - Irvine 2011-2014
Consultant

- Design and implemented company branding.
- Maintain company creative collateral, advertisements & web marketing.
- Company Photographer for Special Events & Corporate Photography.

Stearns Financial Services - Santa Ana 2010-2014
Consultant

- Worked independently and along side new Marketing Dept.
- Designed and implemented company branding.
- Maintain company creative collateral, advertisements, direct mail & web marketing as well as for five additional company subsidiaries.
- Company Photographer for Special Events & Corporate Photography.

Rate Highway Inc. - Irvine 2007-Present
Consultant

- Work independently and maintain company creative collateral, advertisements & web marketing..

Omega Accounting Solutions - Laguna Hills 2007-Present
Consultant

- Designed and implemented company branding.
- Maintain company creative collateral, direct mail & web marketing.
- Designed, implement and administer company website.

Opteum Financial Services - Foothill Ranch 2005 - 2007
Graphic Designer / Project Manager

- Conference Planning and Implementation*
- Planned and managed 15 conferences per year for Western Region United States, including National and Chapter Tradeshows. Organized logistics for sales representatives, designed, developed, and/or managed the development of tradeshow materials, coordinated with vendors and managed deliverables, including: providing logistic support, electricity, give-aways, etc. Managed conferences from conception through execution. Responsible to executive management for outcome.
 - Provided on-site presence for tradeshow setup, and support to sales and executive staff.
- National E-mail Campaign Administration*
- Worked closely with 3rd party vendor to develop and implement new E-mail system.
 - Built and maintained company E-mail database of more than 100,000 e-mail addresses.
 - Designed and implemented company branding and advertisements on a day-to-day basis, coordinating with sales staff on feedback, and making adjustments as needed.
 - Represented Marketing department in weekly sales meeting, reporting research & E-mail data to executive branch.

- Graphic Design*
- Handled all company marketing design needs including:
 - » Designed and maintained ads
 - » Company branding
 - » All print materials
 - » Tradeshow signage
 - » Tradeshow booth graphics
 - » Various media handouts & packaging

- Account Executive Support*
- Maintained and organized E-mail databases for more than 50 National Account Executives
 - Designed custom flyers and other materials for sales presentations
 - Designed custom e-advertisements for Sales Staff
 - Printed and fulfilled print jobs for entire western region
 - Maintained and ordered inventory of giveaways for sales staff.

- Photography*
- Utilized skills as a professional photographer for Company functions, Tradeshows and Fund-raisers
 - Post Process, Printing

Truth Apparel - San Clemente 2006 - 2007
Graphic Designer Apparel (Freelance)

- Worked independently on apparel graphics and magazine spreads. Collaborated with the Design Director to create seasonal product lines from concept to finish.

Cheil Communications America (Agency) - Irvine 2007
Freelance Graphic Designer / Production Designer

- Worked independently on major accounts to attain desired look and feel for client's needs. Constructed presentation boards for client meetings.

Ervin Bell Advertising Agency - Irvine 2007
Graphic Designer (Freelance)

- Worked independently on apparel graphics and magazine spreads. Collaborated with the Design Director to create seasonal product line from concept to finish.

Silver Star Distribution Inc. - San Clemente 2007
Graphic Designer Apparel (Freelance)

- Worked independently on apparel graphics, magazine spreads / advertisements. Collaborated with the Design Director to create seasonal product line from concept to finish.

Seven Gables Real Estate - Tustin 2003 - 2004
Graphic Designer

- Developed real estate listing and open house presentations, and provided marketing design support for real estate agents and loan officers. Provided professional photography for all real estate listings for use in marketing materials, Internet listings, and multiple listing service.

Opah Restaurant & Bar - Ranch Santa Margarita 2004 - 2005
Manager

- Managed daily operations of restaurant including supervision of 25 employees. Maintained accounting and financial records, inventory control, handled customer service and employee relation issues.

Mendoza Dillon Advertising Agency - Irvine 2004
Intern

- Understudy to art directors during the creative process including brainstorming and approaching customer's needs. Part of a focus group to develop advertising campaigns and tag lines for major accounts.

PSB / The Creative Lab Advertising Agency - Foothill Ranch 2002 - 2003
Intern

- Understudy to creative director during the creative process, contributed to branding, including designing logos, for a variety of financial clients.



formal education

B.A. Communications with Advertising emphasis
California State University Fullerton - 2003