

# Chaz J. Cruz

chazjcruz.com

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## Overview:

A creative, self-motivated and friendly design professional with over ten years experience within fast-paced environments, developing and executing print and digital designs, as well as professional collateral that exceeds client expectations.

## Employment:

### April 2013 - Present

#### Freelancer, Kirkland, Washington & Colorado Springs, Colorado

Maintaining positive working relationships with previous employers and clients, I create polished digital and print designs on strict deadlines, including pitches, logo and magazine ads; in fields as diverse as retail, hospitality industry and beauty.

### March 2013 - February 2014

#### Graphic Designer, Nexgen Pharma, Colorado Springs, Colorado

My primary focus was participating in and updating the workflow print production chain that outputs custom labels for a large line of dietary supplements, with accuracy being critical. With products in stores worldwide, I also helped modernize the look of the company's core brands in designs for newsletters, mailers and brochures.

### October 2005 - February 2013

#### Senior Graphic Designer, Robertson & Markowitz Advertising & Public Relations, Savannah, Georgia

Working as part of a small design team, I demonstrated the leadership, know-how, and skills to produce top-notch designs in a fast-paced environment. Working in both print and digital formats, I took the key role in the conceptualization and execution of print advertisements, pitches, brochure layout and identity design. Interacting with account managers, the agency principals, and clients; I translated both loose and strict guidance into finished designs that were consistently in-brand.

Specifically, I served as the lead for the nationwide product launches for mass-market and ethnic hair care product lines, including packaging placed in big-box retailers such as Walmart, Target and Sally Beauty Supplies, and in the products' corresponding website designs. I have also delivered art direction and design execution for regional advertisements and point-of-sales for national brands such as Wendy's, Coca-Cola and Comcast.

### August 2002 - August 2003

#### Prepress Operator, Coastal Reprographics, Savannah, Georgia

Handled operations required of short-run printing. Performed layout and design duties, as well as all aspects of production, including troubleshooting, mounting, binding, and printing.

## Education

Savannah College of Art and Design,  
Savannah, Georgia

August 2002, Bachelor of Fine Arts,  
major in Graphic Design; 3.5 GPA,  
Cum Laude

## Skills

Advertising

Design

Design Implementation

Conceptualization

Collaborative Development

Logo Design

Print Production

Television Storyboarding

Vendor / Pricing Research

Art Direction

Editorial Skills

Photo Research

Basic Studio Photography

Simple Illustration

## Software

Adobe Creative Cloud:

InDesign, Illustrator, Photoshop

QuarkXpress

Microsoft Office:

Excel, Word, Outlook

Wordpress

Working knowledge of HTML5, CSS3

Working knowledge of Fiery

Command Workstation

Mac and PC environments