



# GABRIEL TORRES

PROFESSIONAL DIGITAL DESIGNER

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## QUALIFICATIONS

Thirteen years of graphic design, web design, and web development experience. Extensive background in illustration, UX design, videography/video production. Excel at balancing creative, management, and client demands to deliver innovative design solutions. Results-oriented team player with strong leadership, project management, and relationship-building skills. Committed to continuously evolving design abilities by keeping pace with new technology trends.

## ACCOMPLISHMENTS

My work on a wide range of digital design projects has resulted in:

- Increased site traffic • Increases in product sales/awareness • Funding/sponsorship securements that exceeded goals • New business wins
- Developed new online promotion strategies • Created best practices for site migration • Developed best design strategies & marketing methods

## WORK EXPERIENCE | FREELANCE

**Digital Designer** | Jun 2013 – Present

**Various Cients & Projects** |

- Created identity for clients brand & website
- Created iconography & promotional graphics for client website
- Designed graphic ads for client promotional launch & campaign
- Conceptualized and executed creative for client rebranding
- Directed & Edited various video projects/documentaries for clients
- Assisted in migration of client website content to new relaunched (cms) content management system
- Developed strategies for client online campaign and improved (seo) search engine optimization results
- Designed UI architecture, interface behavior, interaction flow and aesthetics of application for client tablet project
- Designed and established style guides and UI patterns for client
- Designed creative & graphic elements for marketing campaigns to meet clients strategic objectives
- Effectively used research and analytics to assist client with rebranding

**Graphic Designer** | Nov 2010 – July 2011

**Behavior** | [www.behaviordesign.com](http://www.behaviordesign.com)

- Prepared mechanical, digital files, retouched art, and created mock-ups
- Created iconography and & layout and client website
- Developed microsite for usability testing
- Designed and illustrated multiple logos

**Graphic Designer** | May 2010 – Nov 2010

**Council of State Governments** | [www.consensusproject.org](http://www.consensusproject.org)

- Designed a variety of high-profile online promotional materials banner ads over several affiliated websites
- Designed promotional newsletter and iconography for online forum

**Graphic Designer** | Feb 2010 – Mar 2010

**ooVoo** | [www.oovoo.com](http://www.oovoo.com)

- Designed & Illustrated print brochures, promotional materials for tradeshow, and marketing events
- Developed and re-designed online content, e-mail marketing, and social media strategy
- Designed interactive banner ads for client application

**Graphic Designer** | Dec 2009 – Jan 2010

**The Wonder Factory** | [www.thewonderfactory.com](http://www.thewonderfactory.com)

- Collaborated with clients to develop design strategy and marketing approach
- Assisted with the implementation of research-based strategic marketing plans within clients objectives
- Conceptualized and designed mock-ups for brand re-design pitch, resulting in a new business win

## WORK EXPERIENCE | STAFF

**Digital Designer** | Oct 2011 – Nov 2012

**Euro RSCG** | [www.eurorscg.com](http://www.eurorscg.com)

- Collaborated with account teams to devise digital solutions to clients marketing challenges
- Ensured that designs clearly communicated brand messages and were consistent with brand identity look and feel
- Translated brand strategies into functional and compelling design solutions
- Oversaw all digital media projects, providing creative direction on design concepts and execution
- Spearheaded the re-design of digital tools for sales force, resulting in increased product sales & product awareness
- Led creative team in establishing best practices & development strategies for ipad design

**Graphic Designer** | May 2006 – Feb 2009

**Thirteen WNET** | [www.thirteen.org](http://www.thirteen.org)

- Created identity for the company's online presence
- Conceptualized and designed a series of presentations that were used to secure sponsorships and funding
- Re-designed and produced the company's homepage, resulting in increased site traffic
- Created competitive ads for pledge drives that were instrumental in helping the network exceed its funding goals
- Produced all components of *Religion & Ethics Newsweekly* website, including stories, video content, and promotional graphics
- Designed various websites for Thirteen programming, *Ken Burns – The War, Public TV Rocks, Where We Stand, Jonathan Pond, Redesign of Now, Leading with Kindness*

## TECHNICAL SKILLS

- Adobe Flash
- Adobe Photoshop
- 3D Studio Max
- Adobe Premier
- Adobe Fire Works
- Cheetah 3D
- Adobe Illustrator
- Adobe Acrobat Pro
- Quark XPress
- Adobe In-Design
- Adobe After Effects
- Final Cut Pro
- Adobe Photoshop
- Adobe Dreamweaver
- CSS, XHTML, PHP
- Skilled illustrator & sketch artist, proficient in traditional artist mediums, techniques, & methods
- Expert knowledge of Adobe Creative Suite products; working knowledge of JavaScript, CSS, and HTML
- Continually improve on user experience methods and tools

## EDUCATION

- TCI College of Technology | Associate of Applied Science in Digital Media Arts
- Borough of Manhattan Community College | Associate in Arts