

# REYNALDO REYNOSO

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## Career Objective: **Graphic Designer / Art Director**

Over 9 years of highly creative experience in graphic design and art direction. Proven experience in all aspects of direct mail, advertising, web sites, brochures, magazine design, corporate identity and packaging. Skilled in conceptualization, design, illustration, photo manipulation and copy writing. Computer skills include *Quark Xpress*, *Adobe Indesign*, *Adobe Photoshop*, *Adobe Illustrator*, *Macromedia Dreamweaver*, *HTML* and other peripheral applications.

## PROFESSIONAL EXPERIENCE

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### **RISE Magazine** *Boston, MA 2006-Present* **SENIOR ART DIRECTOR**

- Direct the design vision of the articles and covers.
- Incorporate client needs for the creation of advertisements

### **Bookspan, Inc. (a Bertelsmann Directgroup Company)** *Garden City, NY 1999-2006* **SENIOR ART DIRECTOR**

- Responsible for concept and development of new mailings for direct-to-consumer and strategic print media campaigns.
- Created a new media format and internal style for a CD-ROM catalog. Designed an internal format for developing future CD-ROM projects.
- Art directed photoshoots ranging from highly creative modeling to crisp product presentation.

### **Matrix Design Group**, *New York, NY 1997-1999* **ART DIRECTOR**

- Designed, created and finalized print ads, catalogs, brochures, logos, posters, newsletters, and point-of-purchase displays, as well as web sites.
- Constructed a strong design base for the company which resulted in increased clientele, company recognition and expansion of staff.

### **Cantor Design Associates**, *New York, NY 1996-1997* **GRAPHIC DESIGNER**

- Designed print ads, brochures, package designs, book jackets, corporate identities, CD booklets and CD-ROMs for clients.
- Managed work efficiently in a fast-paced environment.

### **Freelancer**, *1992-Present* **DESIGNER for WEB and PRINT**

- Designed, coded and maintained various web sites with use of HTML, some flash and php.
- Designed various print ads and corporate identities

## RELATED SKILLS

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Photography, Illustration, Presentation and Writing. Mac OS, WinXP. Quark Xpress, Indesign, Photoshop, Illustrator, Painter, Imageready, GoLive, After Affects, Dreamweaver, Flash, Director, Premiere, Poser, Word, Excel, Power Point and Access. HTML. Fluent in Spanish.

## AWARDS AND COMMENDATIONS

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Bookspan President's Award (2001), ABCD Award (2004), NYC Council Commendation (2004)

## EDUCATION

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**St. John's University**, *Queens, NY 1996*  
Bachelor of Arts, Fine Arts