

ABOUT ME



- Objective-oriented, creative, resourceful multimedia design professional with over 15 years of communication experience



- Vast expertise in branding design and digital multimedia project coordination



- Proven experience in concept generation, and prototype design and execution



- Ability to manage projects on tight deadlines and prioritize tasks with high quality and detail



- Holder of Interactive Media Management and Brand Management college certificates and Adobe Captivate eLearning

- Proficiency in tools such as Google Ads, Analytics, Yoast, SEM and SEO

SOFTWARE

Adobe Illustrator	<div style="width: 100%;"></div>
Adobe Photoshop	<div style="width: 100%;"></div>
Adobe InDesign	<div style="width: 100%;"></div>
Adobe After Effects	<div style="width: 100%;"></div>
Adobe LightRoom	<div style="width: 100%;"></div>
Adobe Audition	<div style="width: 100%;"></div>
Adobe Premier Pro	<div style="width: 100%;"></div>
Adobe Acrobat	<div style="width: 100%;"></div>
VS Code	<div style="width: 100%;"></div>
Brackets	<div style="width: 100%;"></div>
HTML	<div style="width: 100%;"></div>
CSS	<div style="width: 100%;"></div>
PHP	<div style="width: 100%;"></div>
MySQL	<div style="width: 100%;"></div>
MSOffice	<div style="width: 100%;"></div>
FileMaker Pro 13	<div style="width: 100%;"></div>
Advance knowledge of photography	

CMS

WordPress	<div style="width: 100%;"></div>
Joomla	<div style="width: 100%;"></div>
Drupal	<div style="width: 100%;"></div>

ON LINE SITES

www.renx.ca
 www.quimicajerez.com.mx
 www.inovadren.com
 www.geifmanconsulting.com
 www.cordovaosanchez.com
 www.interseguridad.com.mx
 www.zingmexico.com
 www.solic.mx
 www.aldamaq.com
 www.mexrisk.com
 www.neuroanalitica.com

MAIN CLIENTS

BMW (Automotive Industry)
 Volvo (Automotive Industry)
 Secretaría de la Defensa Nacional
 Contaduría Pública
 Instituto Tecnológico de Monterrey
 BlackBox Mexico (Technology)
 Lamy (Writing Instruments)

CONTACT

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 Skype jorgearandaf

WORK

Experience 15+ years
 Currently Terabit.ca

EDUCATION

Algonquin College Interactive Media Management
 Post-graduate Certs. Brand Management

Iberoamericana Web Design
 University Diploma

Iberoamericana Graphics Design
 University Degree

Adobe Certified Adobe Captivate
 Professional

TIMELINE

- NOW** Terabit.ca
eLearning Production
Coord. & Graphic Design
Web & Graphic Design
Graphic production
- 2020** Geifman Consulting
Sr. Graphic Design &
Brand Mgmt.
Web & Graphics Analytics,
SEO, Social Media
- 2008** GrafHaus
General Manager
Web Services
Prepress & Editorial
- 2000** Ministry of Foreign
Affairs
Graphic Design Dept.



WORKING EXPERIENCE

Terabit.ca

Sr.Graphic Design & eLearning Production Coord.

March 2020 - present »

Achievements »

- Completed the training requirements to be recognized as an Adobe Certified Professional for Adobe Captivate.
- Expand knowledge using HTML, CSS, PHP (blade), Tailwind, and Alpine, among several coding languages and tools with the Laravel framework.

Responsibilities and duties » eLearning project management and coordination of content development with Subject Matter Experts, production of supporting graphics, audio, video and interactivity for an Exchange Trading Academy. Site development and implementation utilizing WordPress and Laravel. A web development company offers professional online services to businesses. Recently has expanded its services to new areas, such as eLearning, and supporting services video and motion graphics have reinforced the services provided to clients..

Main clients: Renx, Sustainable Biz, Bles Biochem, Neosurf, Geoed Continuing Professional Development for Canada's Professional Surveyors, CashFX.

NeuroAnalytica

Sr. Designer Web Graphic and Brand Management

Nov 2008 - Feb 2020 »

Achievements »

- Conceptualized, strategized, developed and project managed the delivery of graphical assets for diverse usage. Revised versions to achieve strong visual consistency standards for semantic concepts and various media usage.
- Roadmapped projects and processes using Gantt Charts and chronograms, established milestones and project stages for follow up with stakeholders within a complex project environment.
- Prepared and executed proposals, audited projects and plans to accomplish goals meeting and exceeding client expectations and needs.
- Set technical and aesthetic requirements.

Responsibilities and duties » Managing illustration, photography and client proposals. Technically auditing the project to achieve visibility through different communication channels and attention to quality and consistency. Coordinating multiple projects with multidisciplinary professionals. Keeping control through online resources, sharing diverse elements with teamwork and stakeholders.

Main clients: Inovadren, Química Jerez, Zing México, Aldamaq, Solic, Cibergestión, Lamy, Geifman Consulting, Grúas Salas, Dewimed, 6Med. Hosting services provider.



GrafHaus

General Manager

Dec 2002 – Nov 2008 »

Achievements »

- Set workflow processes for providing pre-press services in the printing industry. Sales strategy guidelines to reach the goal of increasing revenue by 10x within the first year of operations.
- Provided feedback for AGFA, enriching the knowledge base for the user. Ensured close communications with clients to provide high-standard services and products.
- Appoint technical understanding for multiple needs from products to services. Enabled the team to accomplish complex tasks by sharing previous experiences and motivating continuous learning.

Responsibilities and duties » Coordinating multiple projects with multidisciplinary professionals, setting priorities to deliver on time, within budget projections. Keeping close communication with stakeholders and making adjustments to achieve objectives. Managing the creation of illustrations, photography, and other multimedia content for clients' proposals. Utilizing multiple techniques such as prints, virtual 3D models, and mockups.

Main clients: Contacto magazine, Cifra-WalMart of Mexico, Disney, BMW, Secretaría de la Defensa Nacional (*Ministry of Defence*), OSESA, CIE de México, Intituto Mexicano de Contadores Públicos, Asociación Mexicana de Proveedores de Estaciones de Servicio, Bristol Myers Squibb.

Secretaria de Relaciones Exteriores (*Mexico's Ministry Foreign Affairs*)

Graphic Designer

Feb 2000 – Dec 2002 »

Achievements »

- Guidelines for editorial graphic design documentation for Mexico to become a member of OECD (Organization for the Economic Co-operation and Development).
- Set editorial design workflow standards, which became the international criterion for the OECD.
- Set up graphic design unit, translation teams and OCR (Optical Character Recognition) production within summits. Logistic and workflow standards to support providing information for country commissions, news and press media.

Responsibilities and duties » Supervising production, converting files for print and digital versions to deliver to stakeholders. Designing booklets for diplomatic and staff members, road mapping how the information should be provided, regarding safeguarding sensible content throughout the process.

REFERENCES

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IISD

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