

Fernando Vargas

Graphic Design | Web | Illustration
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Academic History

2008–2010

SAIT

New Media

Production And Design

Two-year diploma

Web development and design

Designed and produced promotional and advertising material

Concept development

Social media marketing and social networking

2001–2006

Alberta College of Art & Design

Bachelor of Fine Arts

Print Media Major

Developed analytical and research skills / Concepts development

Reviewed, analyzed and wrote proposals and applications for project grants and delivered various thesis papers

Created original artwork, using a variety of media and technologies

visual methodologies/communications, colour theory,

print production methods, symbolism/iconography, composition/design

Professional Experience

2006–2008

Star Choice

Communications Inc.

Customer Service Representative

Resolve customer issues, that are mutually beneficial

Recognize opportunities to promote and sell products and equipment

Process customer requests for new services and changes in service

2006–2008

Hype Media

Assistant to Principal

Assist with design (photographs, illustration, and general layouts)

Assist with the procurement of advertising space for clients

Art direct and photograph shoots

Administrative support, including client invoicing

2001–2006

DB Coordinates Inc.

NiCana International Trading Inc.

Tradeshow Coordinator

Design of promotional material (logo, business cards, posters, banners, flyers)

Finding venues / evaluating tradeshow/ Planned private sale parties

Tradeshow booth design/ Maintained purchase orders and customer database

Managed and supervised part time staff and assisted in hiring process

Liaised with photographers and printers

2005 – 2006

Calgary Salsa Weekend

Assistant to Event Coordinator

Concept development/Design of venue layout / managed venue setup

Liaised with entertainment groups, hotels/venue, lighting director

Managed event volunteers

Designed handbills and posters for promotions leading up to main event

Skills

Design

Adobe Photoshop CS4

Adobe Illustrator CS4

Adobe InDesign CS4

Adobe Dreamweaver CS4

Adobe Flash CS4

Adobe Acrobat CS4

Microsoft Office

Microsoft Word

PowerPoint

Outlook

Programming

(X)HTML

CSS

Awards & Achievements

Scholarship

Bursary

Jason Lang Scholarship for academic excellence

Summer Language Immersion Bursary Program

Practicum Experience

Cora's Breakfast & Lunch

Graphic Designer

Okotoks, ON

March 2010 – April 2010

Designed banners and promotional materials for Cora's trade show booth.

Implemented designs for this franchise location while adhering to branding guidelines dictated by head office.

Advised owners on social media benefits. I setup and have been managing Cora's Twitter account.

Volunteer Experience

Belvedere Heights Seniors Home

Special Events Coordinator

Parry Sound, ON

April 2000 – June 2000

Planned /organized activities, special events, crafts and therapeutic exercises

Accompanied residents to appointments, programs and home visits

Worked with people with Alzheimer's

Prince Rupert Recycle Depot

Manager/Group leader/Sales

Prince Rupert, BC

January 2000 – April 2000

Started a second hand clothing store (Triple "R" Sales), with all profits donated

Managed, advertised, promoted, priced items, organized store area

Liaised with local news paper, radio and other charities