

/robert joel cortez

graphic designer

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/profile

Creativity: Consistently uses imagination to solve problems in and outside of design — taking into consideration form, function, style and purpose.

Problem Solving: Generates innovative solutions in work situations, tries different and novel ways to deal with work problems and opportunities to deal with work problems and opportunities.

Communication: Listens attentively and, clearly convey information and ideas to individuals or group that helps them understand the message.

Work Standards: Setting high standard of performance for self and others, assuming responsibility for successfully completing assignments.

Setting Direction: Establishes and communicates a compelling and inspired vision and sense of core purpose. Creates competitive strategies and ensure department strategies are aligned with company goals.

Composure: Remains calm, maintains perspective, and responds in a professional manner when faced with uncertainty and changing priorities.

/education & training

Software

Adobe Illustrator	Macromedia Flash
Adobe InDesign	Macromedia Dreamweaver
Adobe Photoshop	XHTML, CSS, FBML
Adobe Acrobat	Flightcheck Professional
Quark Xpress	Microsoft Office

Operating System

Mac OS X	Windows XP
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April 2006

Honours Diploma – Graphic Design

George Brown College: The School of Design
Corporate and Environmental Design
Toronto, Ontario

September 2002 – April 2003

Katimavik Leadership Program

Department of Canadian Heritage

/professional experience

May 2009 – Present

Senior Designer – Marketing & Product Development

Wild Eye Designs / Toronto, Ontario

Liabe for strategic planning and directing the tactical execution of all marketing collaterals (print and web), social media, product packaging, pattern design, branding and product development.

/ Developed a successful branding, product design strategy and packaging for a brand extension of Wink by Wild Eye Designs.

/ Manages and designs business-to-business sales campaigns including social media, email marketing, exhibit design and traditional marketing strategies to increase sales and brand awareness.

/ Art directed the company's new e-commerce website; which increased user traffic and registration, user experience and sales.

/ Applies conceptual strategies, brainstorm facilitation, day-to-day shepherding of project completion and team play with designers and production artists.

/ Works exclusively with tier one companies to successfully execute custom product and packaging designs.

October 2008 – July 2009

Intermediate Graphic Designer

Umbra Ltd. / Toronto, Ontario

Designed and managed the application of graphics on product packaging, produced various marketing and promotional collaterals for publishing, marketing and sales team.

/ Appointed to review, reorganize and maintain the Packaging Standards Manual to streamline workflow between the graphics and production team, while strengthening branding practices.

/ Developed a packaging redesign strategy for Umbra's drapery hardware category to increase sales, market presence and brand awareness.

/ Recognized for having exceptional illustration skills of various assembly and installation information design.

/ Participates in all product design meetings and played a role on product development and commercialization.

/ Worked exclusively with Crate & Barrel, Bed, Bath & Beyond, Target, Lowes and Walmart to successfully execute custom product packaging designs.

April 2006 – October 2008
Intermediate Graphic Designer & Junior Art Director
Benjamin Communications Inc. / Markham, Ontario

Accountable for creating an innovative and award winning environmental campaign for the County of Simcoe Environmental Services organics program release.

/ Conceptualized and successfully executed an award-winning eye-catching, fully illustrated environmental campaign that communicated to the youth market.

/ Designed the company's new website that created a streamline and modern style that conveyed its mandate.

/ Successfully delivered design solutions on time, while paying attention to detail and ensured that work is of highest quality and goes to press error-free.

April 2006 – Present
Freelance Graphic Designer
Sole Proprietor / Toronto, Ontario

Ownership and operation of a freelance design firm that provides identity, print and promotional design for a variety of clients.

/ Applies conceptual and problem solving skills to design solutions to meet both function and aesthetic requirements of deliverables.

/ Manages every aspect of the business, and is able to deliver design solutions on time and on budget.

/ Collaborates with clients using strong communication skills to satisfy the requirements for a successful execution of various project.

/ recognition & exhibitions

December 2010
Product Design Feature: Gift Guide
Diamond Measuring Spoons
Woman's Day Magazine
New York, New York

January 2010
Best Booth Design Silver Award
Wild Eye Designs Spring/Summer 2010
Canadian Gift and Tabletop Association
Toronto, Ontario

July 2009
Best In Marketing Bronze Award
County of Simcoe Environmental Campaign
Solid Waste Association of North America
Silver Spring, Maryland

April 2009
International Gallery Printing Gold Award
Umbra Ltd. Catalogue 2009
IAPHC Graphic Professionals Resource Network
Minneapolis, Minnesota

August 2008
CMYohK Design Exhibition
Personal Work
Kapisanan Phillipine Centre
Toronto, Ontario

April 2006
RAW Best in Show Design Exhibition
George Brown College
The School of Design
Toronto, Ontario

February 2006
White Cashmere Exhibit Design Competition
Scott Paper Ltd.
The School of Design
Toronto, Ontario

April 2005
Creative Room Design Winner
George Brown College
The School of Design
Toronto, Ontario

/ qualification summary

/ Award-winning graphic designer balancing imagination and creative design sense with solid technical skills that translates both in print and online applications.

/ Consistently received positive reviews from clients and senior colleagues for creativity, technical skills, work ethics, and consistent commitment to ensuring delivery of quality products.

/ Conceptualized and designed high-impact graphic design solutions including a wide variety of corporate identities, marketing and promotional collaterals, interactive, packaging and in-store visual aids.

/ Delivered effective design solutions through the use of various design principles and techniques, resulting to overall client satisfaction.

/ Experienced with all aspects of print production, excellent understanding of file outputting, pre-press production, PMS and four-colour processing and correct layout preparation.

/ Exceptionally well-organized; strong work ethics and willingness to work hard to achieve employer objectives and goals.