



EDGAR TAPIA

Senior Graphic & Web Designer

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PROFESSIONAL EXPERIENCE



2012 - Present

Senior Graphic Designer

Directs and executes all creative design needs for multiple departments at the association, including but not limited to, marketing collateral, print and Web.

Working with internal and external clients of the association, demonstrating a thoroughness and attention to detail that has alleviated the need to outsource design requirements. Expanded professional skills through work with association vendors and partners to create innovative and dynamic conference design and signage, as well as assisting with design for print publications.

2000 - 2011



Senior Graphic & Web Designer Corporate Graphic Design Studio

Supported all Xerox's national clientele with design and marketing collateral, print and web. Xerox's design studio is the nucleus of creative services for the Company.

Trained extensively on branding and corporate identity standards.

2010 - 2011

Commissioned to support Staples Canada account

Led a trial project to design more than 100 stationery templates for Staples Canada's Copy & Print Centre:

Meeting every deadline, increased customer satisfaction significantly; Xerox was awarded new 'print on demand' templates for business cards, labels, greeting cards, wedding invitations and the 2012 calendars. Increased revenue and secured the account with business growth for both companies.

2006 - 2010

Selected to support Pfizer account

Grew revenue by 60% in the first 2 months. Implemented a dynamic customer awareness campaign for Graphic Design services.

Worked closely with Pfizer's marketing team to constantly offer new products and creative solutions, resulting in an excellent customer relationship.

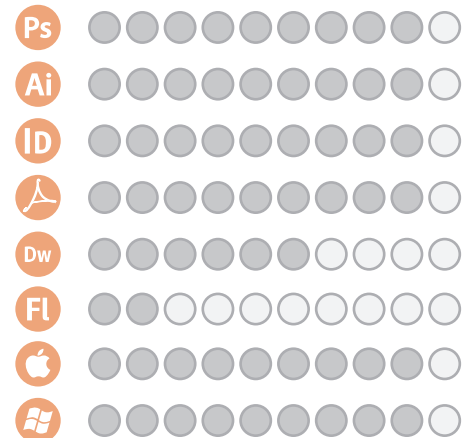
Further expanded business with Pfizer by obtaining the Pharmaceutical Advertising Advisory Board (PAAB) certification. Grew account by 30% by earning business previously given to advertising agencies.

SUMMARY

- Web Design
- Social Media
- E-commerce
- Content Management
- Digital & Conventional Printing

An entrepreneurial and business savvy Graphic Designer, bringing a wide spectrum of experience in Graphic Design and industry technology. Inspires out of the box thinking and motivates team members to produce quality products. A creative problem solver who overcomes obstacles utilizing innovative tools and consistently exceeds customer expectations.

PROFESSIONAL SKILLS



PROFESSIONAL EXPERIENCE

2004 - 2006 **Awarded Eli Lilly account**

Conceived and executed Document Advisor program that generated \$30,000 monthly in new revenue. Gathered a premium group of vendors for offset printing, large format and promotional items. Led projects through idea, design, production and delivery stages. Negotiated with suppliers to obtain profitable pricing with a revenue margin of 30%.

Placed 1st in a nationwide contest to design the new look and feel for the Eagles Club Award, given to individuals with excellent performance. Designed an elegant, minimalist logo reflecting the company's values, and created an identity that could be applied to diverse production formats.

2009 - Present **ChameleonsCanada.com** **Owner**

Developed a website in Word Press for an exotic pet industry company. Project included a blog, instant chat, Facebook page, Twitter and fully functional e-commerce. Enabled instant updates through mobile device. Designed a campaign to promote the site through social media marketing techniques that promptly gained attention from international suppliers and buyers and grew revenue by 200%.

PROFESSIONAL DEVELOPMENT & EDUCATION

Certification Diploma in Computer Science for Designers

The Metropolitan Autonomous University of Mexico.

Lean Six Sigma Yellow Belt

Xerox Canada Ltd

Diploma - Strategies, Tools and Techniques to Speed Approval of Your Submission

Pharmaceutical Advisory Board PAAB

Bachelor of Fine Arts – Emphasis in Graphic Design

The National Autonomous University of Mexico

LANGUAGES

Fluent in English and Spanish

AWARDS & RECOGNITION

XEROX

APPLAUSE PROGRAM FOR
EXCELLENT PERFORMANCE

WORLD CLASS LEADER AWARD

WORLD CLASS TEAM AWARD

PREMIER EAGLES CLUB
DESIGN AWARD, 1ST PLACE

EAGLES CLUB PLATINUM
AWARD FOR OUTSTANDING
CONTRIBUTION

SOCIAL NETWORK

 twitter.com/tapia_edgar

 linkedin.com/in/edgart

PORTFOLIO

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