Reynier Izaguirre

<http://ireynier.com/>

(786) 253-1563

[reynier.izaguirre@gmail.com](mailto:reynier.izaguirre@gmail.com)

**Education**

September 2009 – July 2013 (4 year)

Bachelors Degree in Graphic design

Miami Art Institute

­

Languages: Native English, Spanish

**Summary**

Programs: Adobe Creative Suite (Photoshop, Illustrator, inDesign), Sketch 3, Artioscad, OpenCanvas, Autodesk 3dsMax, Sublime 3, Axure

Skills: illustration, free-hand drawing, digital illustration, graphic design, packaging design, conceptual art, user interface design, user experience, basic HTML & CSS

**Experience**

**Independent Contractor Graphic Designer**

Birst!

November 2015 – Present (5 month) San Jose, CA

Designing marketing collateral material

Collaborating closely with art director on design and advertising projects

Creating UI designs for website

Establishing design guidelines, style guides, best practices and standards

Collaborating with clients on strategies to reach a particular audience

**Freelance UI & Graphic Designer**

October 2009 – Present (6 years) San Jose, CA

Executing all visual design stages from concept to final hand-off to engineering

Collaborating closely with editorial and product design teams

Establishing design guidelines, style guides, best practices and standards

Creating wireframes, storyboards, user flows, and process flows to effectively communicate interaction and design ideas

Creating character illustrations for books and packaging

Creating images that identify a product and / or support a brand

Designing front end user interfaces, web banners, landing pages, and email templates

Creating original packaging dielines

Advising clients on strategies to reach a particular audience

Examples of Projects:

- A set of realistic illustrations for "E.P. Carrillo" cigar company

- Original character illustrations for T-shirt designs

- Corporate website designs for the companies in education & training sector

**Illustrator/Packaging** [**Designer**](http://www.linkedin.com/search?search=&title=Graphic+Designer&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=.nmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

RMS International USA Inc.

May 2014 – July (1 year) 8323 NW 12th St #111, Doral, FL 33126

Created strong packaging design to appeal our target audience

Assured that creative executions meet client objectives and follow strict brand guidelines

Oversaw the retouching of toy images and illustrated backgrounds using various digital tools

Create original digital graphics and illustrations with Wacom tablet

Illustrated concept themes for future projects competing with LEGOs and other competitor brands

Created production-ready packaging in close work with our Hong Kong offices

Led and mentored a junior designer

Achievements

As a result of realized packaging concepts our company signed contracts with Dollar General, Dollar Tree, and New England Doll stores

**Illustrator/Packaging** [**Designer**](http://www.linkedin.com/search?search=&title=Graphic+Designer&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=.nmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

Stribbons Custom Manufacturing & Design

July 2013 – May 2014 (10 months) 2921 W Cypress Creek Rd, Fort Lauderdale, FL

Managed and directed projects from concept to completion in a timely manner while applying best practices in layout, color theory, composition, typography, and graphic design

Created and implemented brand identity design systems in the company's industry

Created online marketing materials (email templates, newsletters, brochures, flyers, etc.)

Created effective and compelling visual designs and print materials: packaging, ceramics, fabric, brochures, etc.

Analyzed marketing and user experience challenges

Prepared specs and guidelines for production stage (embossing, debossing, spot-UV, foil, embellishments, etc.)

Made in-house mockups on 3D Makerbot and Roland printers

Achievements

Took the initiative on re-designing the Company’s website and compiling web materials by pitching ideas and PowerPoint presentations to the CEO and team members.

My ideas led to the SEO increase of 60% by creating a more aesthetically pleasing and user friendly website

Executed a project that achieved maximum productivity and met strict deadlines for “Modern Gourmet” client

Executed a project from a packaging concept idea to production that was bought by "Kathy Ireland Chocolates"

Prepared successful packaging concepts for International and domestic shows and promo-events which resulted in the significant increase of company's clientele

**Illustration Contract**

18th Era clothing

March 2010 – May 2013

T-shirt Illustrations for promotions

Digital and collateral design for store

Responsible for outsourcing printing files to vendors

W­ebsite layout design

Character concept design

[**ICR Inspector**](http://www.linkedin.com/search?search=&title=ICR+Inspector&sortCriteria=R&keepFacets=true&currentTitle=CP&goback=.nmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-title)

[AAR Corp](http://www.linkedin.com/company/207350?goback=.nmp_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1_*1&trk=prof-exp-company-name)

January 2007 – January 2013 (6 years 1 month) Miami, FL

Responsible for creating technical drawings for parts allowing for a smoother workflow in the future projects.

Created professional brochures that boosted the company’s market appearance

Performed inspection of overhauled and repaired components belonging to landing gears to ensure safety protocols

Performing measurements and visual inspection, analyzing manuals and submitting solutions to Manufactures

Supervised training for new employees. In results, the employees are now more proficient and motivated to deliver quality workmanship.